

is actively deploying across a broader innovation roadmap, including future applications in adjacent sporting categories, industrial systems and advanced medical devices, where controlled flexibility, fatigue resistance and structural reliability are paramount.

***Two Platforms**

KINETIXX is the only golf shaft manufacturer with exclusive access to Kevlar® EXO™ and has developed two distinct shaft platforms — Syrgex and FlexurX — to fully exploit the material's mechanical advantages through utility-patented hybrid construction methods. Because KINETIXX both engineers and produces the underlying composite materials, no other manufacturer can replicate these shaft architectures, their performance envelopes or their manufacturing consistency. Quite simply, these shafts cannot be reverse-engineered, licensed or table-rolled into existence elsewhere.

"We couldn't be more excited to partner with KINETIXX on a project that brings together two innovation-driven brands," said Scott Janco, Kevlar® EXO™ Application Development. "By combining KINETIXX's advanced composite architectures with the breakthrough material science behind Kevlar® EXO™, we are extending the performance envelope of aramid fibers into precision sporting systems — an application space that demands both extreme mechanical efficiency and refined tactile response."

***The Syrgex Platform**

The Syrgex platform utilizes a vacuum-cured hybrid architecture, combining high-modulus carbon fiber core flags (30T at 0° for longitudinal strength and 40T at 45° for torsional resistance) with

a homogeneous, circumferential filament-wound Kevlar® EXO™ exoskeleton. Filament winding aligns continuous Kevlar® EXO™ fibers along calculated helical and hoop-load paths, creating a structurally "spineless" shaft with exceptional concentricity and resistance to ovalization under high load. Vacuum curing minimizes resin content and air voids, producing a dense, low-void composite that maximizes fiber volume fraction and energy return. This construction allows Syrgex shafts to simultaneously optimize carbon fiber's compressive stiffness, and Kevlar® EXO™'s tensile toughness and impact absorption, a balance previously unattainable in golf shaft design.

***The FlexurX Platform**

The FlexurX platform applies Kevlar® EXO™ innovation to a vacuum-cured, table-rolled architecture, pairing a 30T/40T high-modulus carbon fiber core with an ultra-thin (0.10 mm) proprietary Kevlar® EXO™ unidirectional outer ply oriented at 45°. This Kevlar® EXO™ bias layer functions as an external stabilizing exoskeleton, suppressing torsional deformation and shaft ovaling during high-speed loading while adding elongation and vibration damping that carbon-only constructions cannot provide. The result is a lighter, more forgiving structure that preserves precise loading and unloading behavior, even on off-center impacts.

***End To End**

"What makes this moment truly different is that we are not adapting someone else's material to golf," said Jason Horodezky, CEO of KINETIXX. "We own the material science, the prepreg architecture, and the manufacturing process end to end. That allows us to engineer performance at the molecular, fiber

and structural levels simultaneously. There is no other company in golf — and very few anywhere — that can design, produce and scale composite systems like this.

These shafts are the first visible expression of a much larger materials platform that will ultimately extend far beyond golf."

Across both platforms, KINETIXX's use of vacuum curing rather than conventional air-cured or mechanically-compacted processes ensures uniform resin distribution, reduced void content and repeatable mechanical properties from shaft to shaft. Unlike centerless-ground shafts, KINETIXX shafts are produced as true net-shape composites, preserving the concentricity and structural symmetry critical to torsional consistency and dispersion control.

By integrating Kevlar® EXO™ into load-bearing and stabilizing regions of the shaft, KINETIXX has redefined the traditional carbon-dominant composite paradigm used in premium golf shafts.

The resulting structures demonstrate improved energy efficiency, reduced vibration transmission, enhanced fatigue life and superior damage tolerance, while maintaining the stiffness-to-weight ratios demanded by elite players.

***Consumer-Facing Performance**

The Kevlar® EXO™ and KINETIXX collaboration exemplifies how polymer-level and fiber-level innovation can unlock new composite architectures beyond the traditional trade-offs of stiffness, toughness and weight. It further underscores a broader trend: aerospace- and defense-grade materials being re-engineered for consumer-facing performance systems, where durability, consistency and structural optimization are as critical as peak output.



Kevlar® EXO™ And KINETIXX Collaboration Transforms Advanced Golf Shaft Composite Architectures

DuPont and KINETIXX extend the performance envelope of aramid fibers with Kevlar® EXO™ in consumer-facing precision sporting systems.

After more than fifteen years of material research, polymer development and qualification in extreme industrial- and aerospace-adjacent environments, Wilmington, Del.-based DuPont's Kevlar® EXO™ is now being translated into precision sporting systems where energy-transfer dynamics, structural resilience, torsional control and fatigue resistance are mission-critical.

Kevlar® EXO™ represents a generational shift in aramid fiber technology. Unlike legacy Kevlar® grades, Kevlar® EXO™ is a copolyamide fiber platform incorporating a new monomer chemistry that improves molecular alignment and chain mobility. This architecture delivers a rare combination of high tensile strength, elevated elongation, controlled flexibility, thermal stability and intrinsic flame resistance, collectively outperforming traditional para-aramids across multiple performance measures.

These properties have already

enabled breakthrough solutions in next-generation soft armor, flexible containment systems and aerospace deployables, where durability after extended service life and repeated high-strain loading is essential.

*Composite Engineering

From a composite engineering standpoint, Kevlar® EXO™ exhibits an unusually favorable strain-to-failure profile, allowing it to absorb and return energy under dynamic load rather than dissipating it through brittle fracture. Its elongation capability — approximately 1.5 to 2 times greater than high-modulus carbon fiber — enables enhanced ductility and impact tolerance while maintaining low density. Kevlar® EXO™ also retains structural integrity at temperatures exceeding 500°C, mitigating risks associated with resin-matrix softening or thermal degradation in high-energy environments.

*KINETIXX Prepregs At Commercial Scale

Building on the extensive validation of Kevlar® EXO™ across ballistics protection, flexible fuel bladders, orbital debris shielding and aerospace deployable structures,

San Clemente, Calif.-based KINETIXX's engineering team has integrated the fiber into proprietary golf shaft composite systems using precisely controlled fiber architectures. Crucially, KINETIXX is not merely a materials integrator, but the sole owner and manufacturer of the novel unidirectional prepreg architectures used in these shafts. KINETIXX develops, qualifies and produces these prepreg materials in-house at commercial scale — a vertically integrated capability unmatched in the golf industry and virtually nonexistent across premium sporting goods.

With KINETIXX's golf shaft platforms, FlexurX and SyргеX, customers can directly experience the Kevlar® EXO™ fiber application technology compared to traditional golf shafts. These designs tune axial stiffness, torsional rigidity, hoop strength and vibration damping to meet the highly dynamic, cyclic-loading conditions inherent to the golf swing — conditions that differ fundamentally from static or quasi-static industrial applications.

This proprietary unidirectional prepreg platform is not a single-use solution. It represents a foundational materials technology that KINETIXX



Lectra: Mid-Market Fashion Outperforms Mass and Luxury

Lectra's Retviews analysis suggests profitability momentum for Fall/Winter 2025/26 is tilting decisively toward mid-market fashion brands, which are outpacing both mass-market and luxury peers by combining premiumisation with tighter price and promotion control. According to the platform, this segment has pushed through notable price increases across multiple categories and simultaneously reconfigured promotions—cutting discount intensity while extending promotional windows—to respond to macro pressures such as inflation and higher tariff-related costs. Retviews argues that this approach is helping the mid-market become the main contributor to sector value, overtaking luxury in overall value leadership.

The research points to a strategic repositioning among mid-market fashion brands: more elevated design language, narrower and more curated ranges, and higher

pricing intended to create separation from mass-market competitors. Compared with 2024, the study estimates mid-market prices rose by about 50% in Europe during 2025 and were even “doubling” in the US. Retviews also highlights category-level price moves across both Europe and the US.

Denim prices increased 9% in Europe and 20% in the US, with demand holding up alongside growth in assortment breadth. Winter footwear rose 9% in Europe and 19% in the US, with momentum attributed to mass-market growth and design-led mid-market labels. Outerwear expanded in both price and range: coats and jackets were up 11% in Europe and 13% in the US. Handbags recorded the steepest increases, rising 33% in Europe and 38% in the US, influenced by luxury-driven trends and amplified through social media. Accessories and “lucky charms” also moved higher, up 15% in Europe and 16% in the US.

Promotional mechanics have shifted alongside these price increases.

The report indicates brands are offering lower average discounts, but running promotions for longer—an attempt to preserve pricing power while still stimulating demand.

In Europe, between September and December 2025, both the average discount rate and the share of discounted products declined versus earlier years.

Lectra links these adjustments to a tougher economic backdrop. It cites UK consumer price inflation at 3.4% in December 2025 as one factor behind cautious spending patterns. In the US, tariffs of 15% to 50% have raised import costs for exporters, prompting selective price increases that may limit demand.

The company describes the current environment as a “K-economy,” where higher-income consumers continue spending while others pull back, requiring brands to refine pricing, promotions and segmentation.

Lectra EMEA president Antonella Capelli said: “Brand strategies reflect market challenges.

Today, product ranges are becoming more streamlined and collections are curated in a more intentional way.

At the same time, discounting strategies are shifting: discount rates are decreasing, but promotional periods are becoming longer, as brands aim to preserve pricing power without losing momentum in a market marked by cautious consumer spending.

“Leveraging advanced technologies to obtain and interpret current market insights is now essential for optimising strategies, ensuring consistency with consumer expectations, and, at the same time, guaranteeing solid commercial performance and efficient inventory management.”