



DIADORA TAKEDS ANOTHER LEAP INTO ATHLETICS LARISSA IAPICHINO JOINS THE TRACK AND FIELD TEAM

The Italian athlete was presented today at the Arsenale dello Sport event in Venice, together with the new long jump spike shoe she will compete with.

Diadora has taken another step forward in track and field, signing a significant long-term agreement with Larissa Iapichino, one of the youngest athletics stars at international level, and presenting the *Lungo Carbon*, the new long jump shoe, that joining the brand's "race pack".

Larissa Iapichino is also joining our strong track and field team in place, which is distinguished by talent, vast experience and a constant pursuit of sporting excellence as well as technical perfection. Diadora stands by all its athletes to support them and spread the word of Italian sporting innovation.

Born on 18 July 2002, Larissa Iapichino caught the attention of the athletics world at the age of 17, when she jumped 6.64m to enter the top 10 Italian performances ever in the long jump, fourth in the world all time U18. In 2021, jumping 6.91m, she signed the new under-20 indoor world record, snatching it after 35 years from Heike Drechsel.

Larissa, the European U20 and U23 champion, is currently also European indoor vice champion and third in the world rankings, thanks to 3 consecutive Diamond League wins in 2023, as well as the overall Italian indoor record holder with her 6.97m jump.

For all her upcoming competitions, Larissa will wear the *Lungo Carbon*, a long jump spike shoe that combines a full length carbon plate, for maximum responsiveness, with a midsole made of Anima PBX, the special compound designed to achieve superior springback.



While maintaining the rigidity features typical of long jump spike shoes, the *Lungo Carbon* has been designed to facilitate forefoot thrust. The ergonomic shape of the sole, which is rounded at the front, has been designed to facilitate dynamic running, with particular focus on the roll at take-off for the best flight angle in the jump phase. The Matrix mesh upper is enriched by carbon fibre on the medial part of the foot, to guarantee stability, while the external fibre on the rest of the upper has been engineered for aerodynamics while maintaining the maximum comfort on the interior.

Diadora President, Enrico Moretti Polegato, said: "*Larissa embodies the values of Diadora, whose primary objective has always been to bring Italian innovation to the sporting world. We support our athletes, helping them to excel through technologically advanced products developed through constant R&D activity. It is also especially significant that we are announcing her entry into the Diadora team in the special setting of the Arsenale dello Sport, where people can discover the incredible results of the research and investment over the last few years.*"

Larissa Lapichino added: "*I really would like to thank the whole Diadora team: I am truly happy and proud to join this large family that welcomed me with warmth. It is an honour to represent an historical brand whose values I feel align with my own. Diadora has been worn by many iconic athletes, and it is renowned for combining innovation and performance with an all-Italian style. My heartfelt hope is that, together, we will be able to achieve many successes for Diadora, as well as for Italy.*"

Venice, 22 April 2024.