

**When you look good, you feel good.
And when you feel good, you perform even better.**



This principle has guided **Nicole DeBoom** since she was on a training run in 2003 and decided that women shouldn't have to sacrifice femininity for performance. Nicole rolled up her sleeves to create the **world's first-ever women's fitness skirt**, turning heads as she raced to victory in the 2004 Ironman Wisconsin in her hand-sewn prototype. That win was bigger than just a race, though. Nicole had pioneered an **entirely new product category**, and **Skirt Sports** was on its way.

Since those early years, Nicole's leadership has grown **Skirt Sports** into one of the leading women's fitness apparel brands with a full collection of styles, from the market's first running skirts and dresses to performance tops, bottoms, outerwear, and accessories sold in more than 500 specialty retail stores throughout the U.S., Canada and Australia.



Her innovations didn't stop there. In 2007, she launched the fun, flirty **Skirt Chaser 5k** race series (going international in 2013), and in 2011 created **Kick Start**, the first-of-its-kind online running mentorship program that empowers seasoned runners with the tools to help other women who want to become healthier through running.

So whether you're into running, walking, hiking, cycling, yoga, golf, tennis, and everything in between, Nicole and **Skirt Sports** definitely have you covered with the best in fashionable fitness wear designed by women, for women.

Keep up with Nicole's latest adventures, musings, advice and overall life journey as a women's fitness apparel guru, entrepreneur, and **first-time mom** (at age 40) in her blog and on her Facebook page.

