



St. f.

YOU run, move, and jump
WE engineer, design, and create fashion
forward sportswear clothes for YOU

The dedicated male athlete.
TOGETHER we recreate and redesign
fashion sportswear.

Mood Board

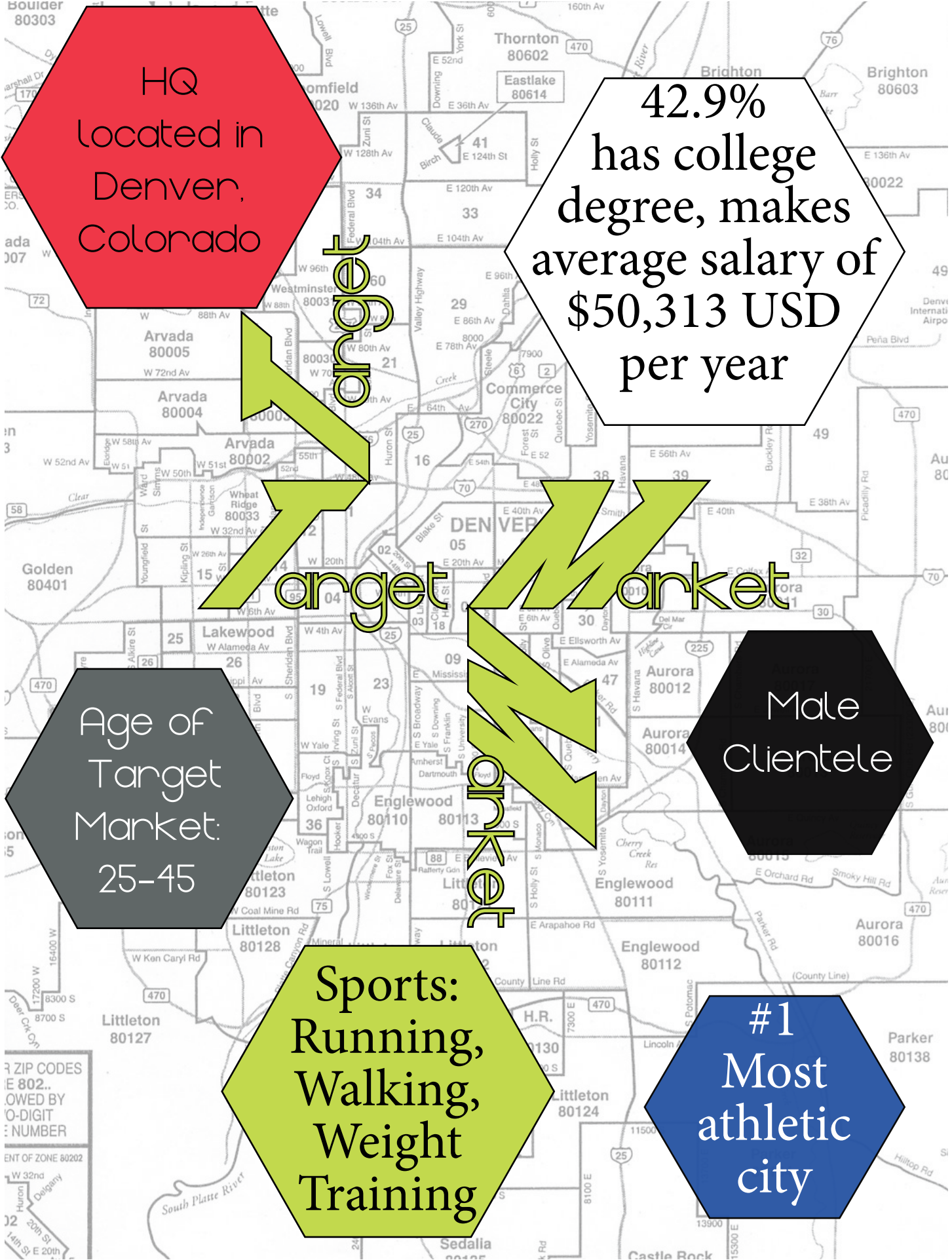


Kathy Le
Base.F
S/S 17
Men's Luxury
Sportswear



<p>Ambitious red</p>	
<p>POWER Green</p>	
<p>Poised Grey</p>	<p>Forward Thinking White</p>
<p>Confident (kon-fid-uh-nt) Sapphire (saf-uh-ryuh t)</p>	<p>Black</p>





HQ
located in
Denver,
Colorado

42.9%
has college
degree, makes
average salary of
\$50,313 USD
per year

Age of
Target
Market:
25-45

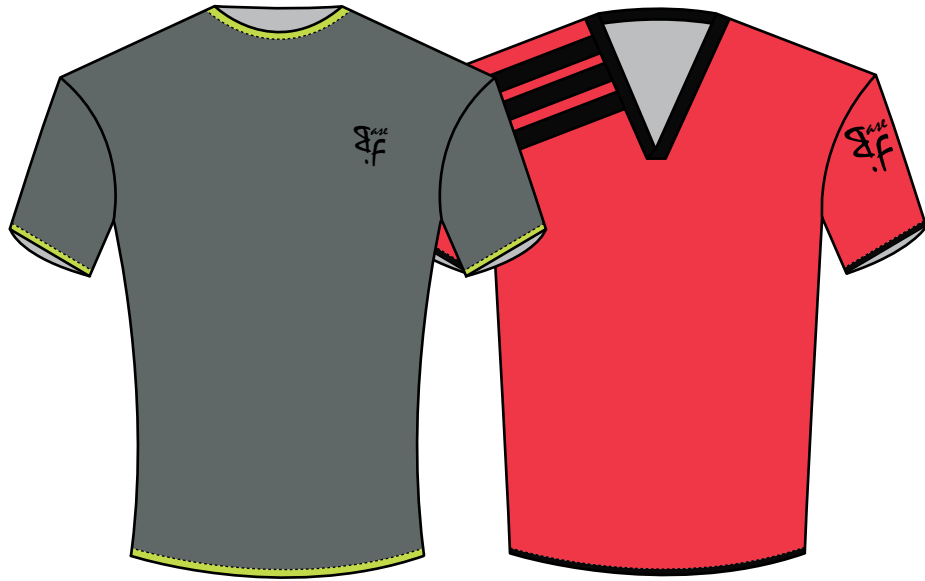
Male
Clientele

Sports:
Running,
Walking,
Weight
Training

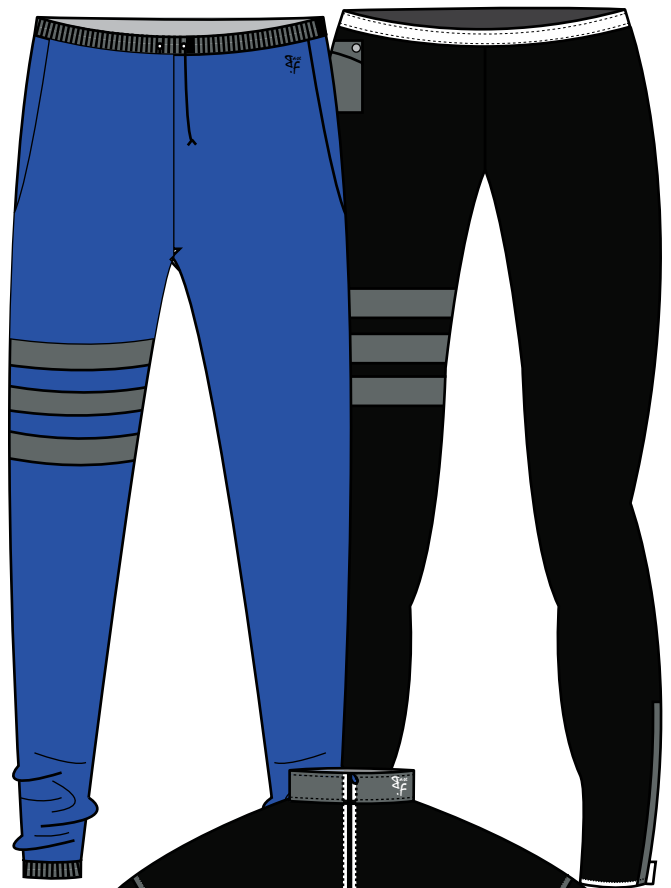
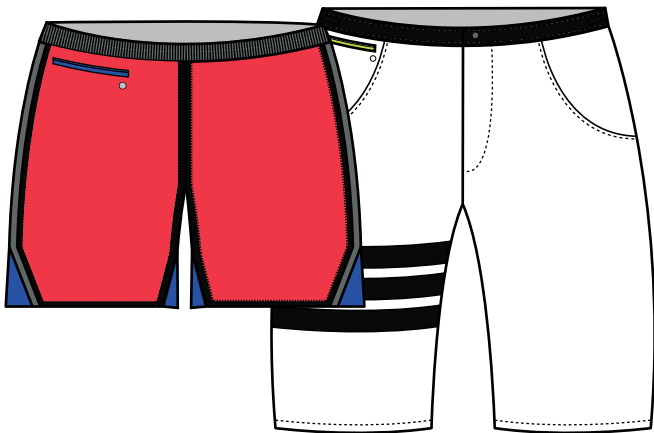
#1
Most
athletic
city

ZIP CODES
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Huron
14th S E 20th

Line Sheet



Line Sheet



Line Sheet



Pumping

Iron Tee

Style #: KLS2001

Sizes: S-M-L-XL-2XL

Fabric Information: 100% polyester knit

Suggested Retail price: \$35 USD

Delivery Date: August 3rd

2017



Line Sheet



Sports

Enthusiast Tee

Style #: KLS2002

Sizes: S-M-L-XL-2XL

Fabric Information: 100% cotton
knit

Suggested Retail price: \$45
USD

Delivery Date: August
3rd 2017



Line Sheet



Intense
Dedication **L**ong
Sleeve

Style #: KLS3001

Sizes: S-M-L-XL-2XL

Fabric Information: Main color 88% polyester, 12% spandex. Mesh insets (sides) are 100% polyester

Suggested Retail price: \$95 USD

Delivery Date: August 3rd
2017



Line Sheet

Abstract

Dedication **L**ong

Sleeve

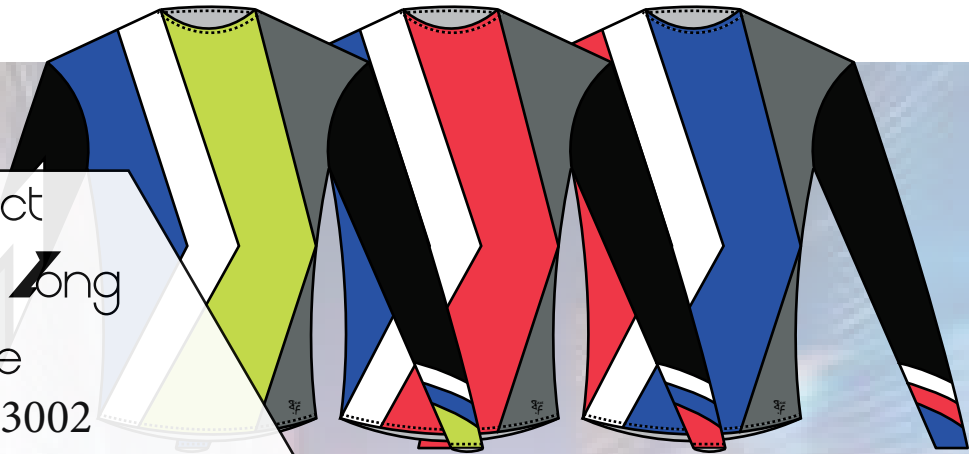
Style #: KLS3002

Sizes: S-M-L-XL-2XL

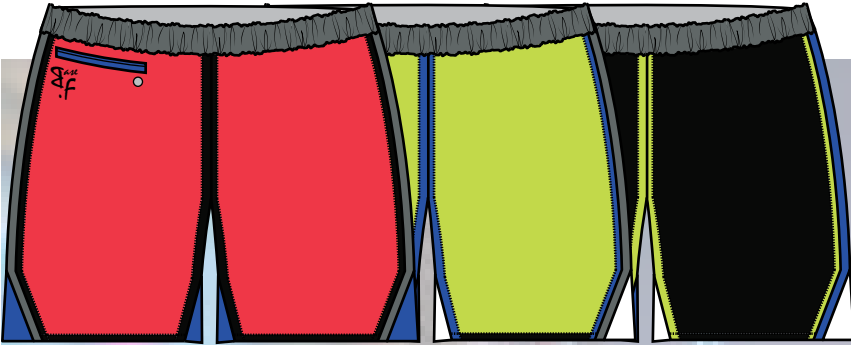
Fabric Information: 100% polyester
knit

Suggested Retail price: \$100
USD

Delivery Date: August
3rd 2017



Line Sheet



Run-Base-

Run Shorts

Style #: KLP2001

Sizes: XS-S-M-L-XL

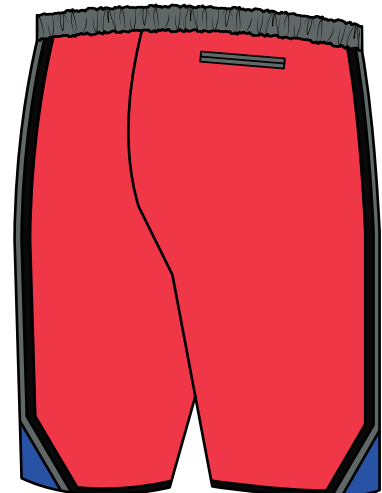
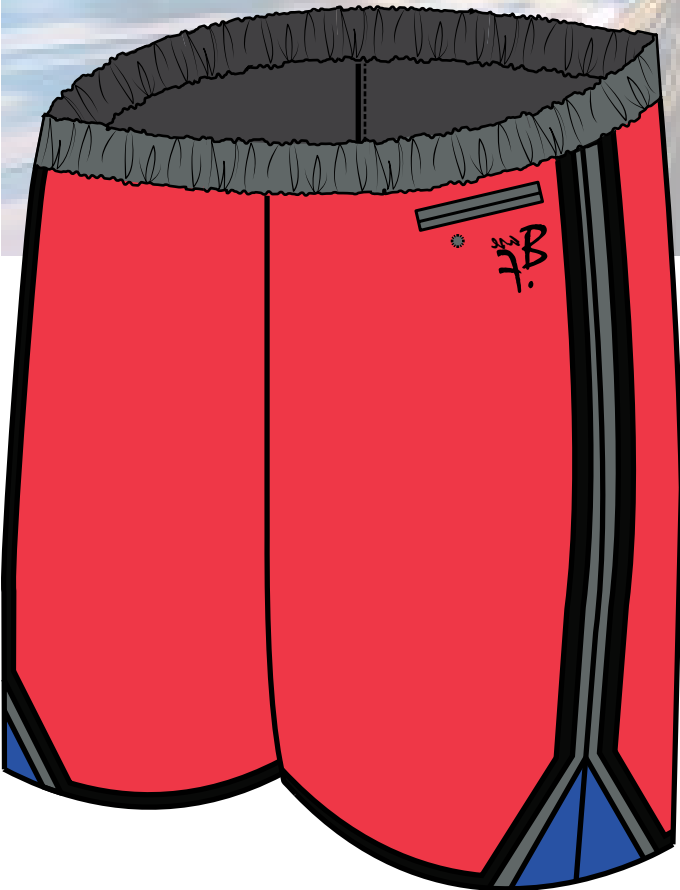
Fabric Information: Body: 100%
polyester plain weave

Suggested Retail price: \$55

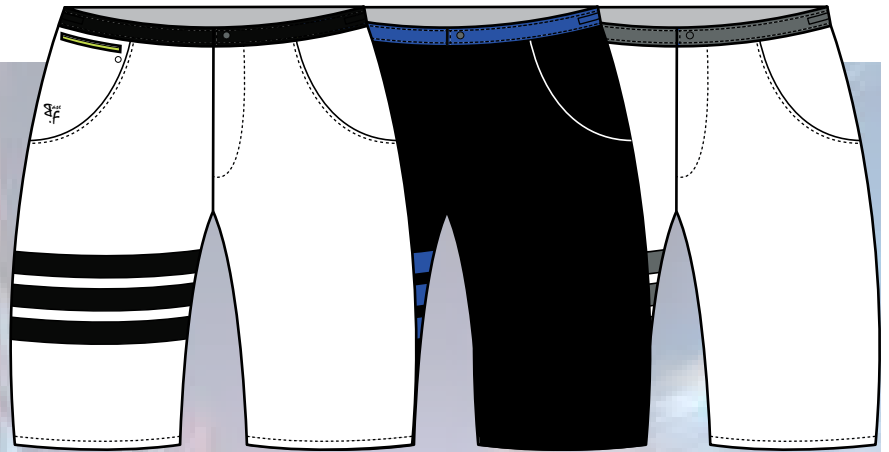
USD

Delivery Date: August

3rd 2017



Line Sheet



Take The Morning Off Shorts

Style #: KLP2002

Sizes: XS-S-M-L-XL

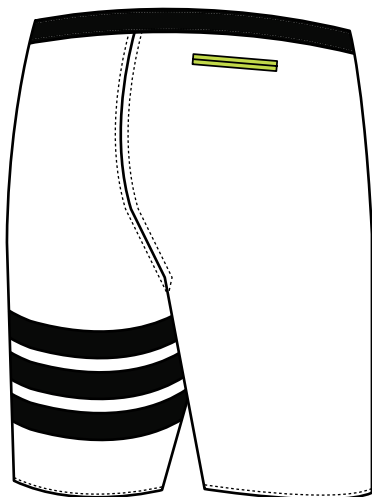
Fabric Information: Body: 100% Cotton

Knit

Suggested Retail price: \$45 USD

Delivery Date: August 3rd

2017



Line Sheet



Speed *U*

Light Leggings

Style #: KLP3001

Sizes: S-M-L-XL-2XL

Fabric Information: Body: 80%

Polyester, 20% elastane

Suggested Retail price: \$100

USD

Delivery Date: August

3rd 2017



Line Sheet



Be Seen

Joggers

Style #: KLP3002

Sizes: XS-S-M-L-XL

Fabric Information: Body: 92% Polyester, 8% Fleece Wool, 20%

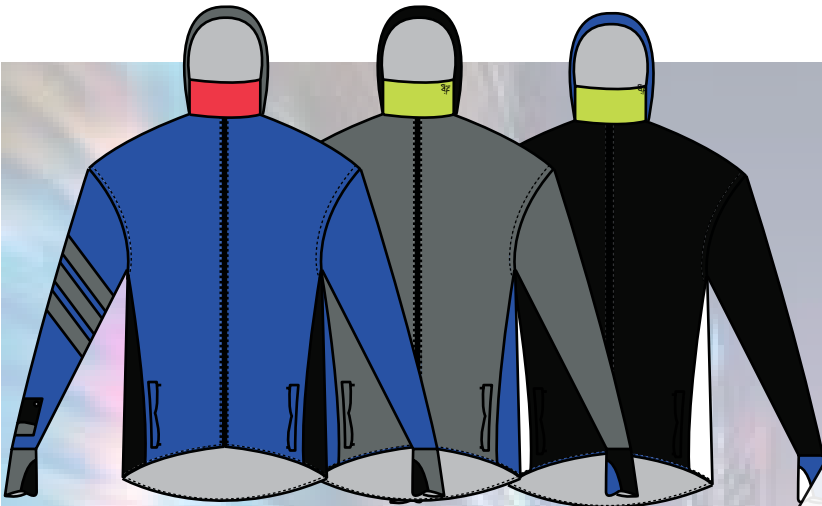
Suggested Retail price: \$175

USD

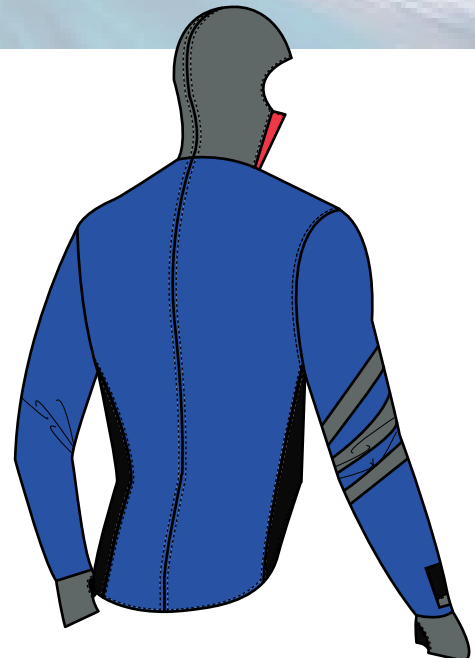
Delivery Date: August

3rd 2017

Line Sheet



Victory
Wind Runner
Style #: KLI2001
Sizes: XS-S-M-L-XL-2XL
Fabric Information: Body: 80%
Polyester, 20% Elastane
Suggested Retail price: \$250
USD
Delivery Date: August
3rd 2017



Line Sheet



Need For Speed Leather Jacket

Style #: KLI2002

Sizes: XS-S-M-L-XL-2XL

Fabric Information: 100% Lined Cotton,
100% Leather Body

Suggested Retail price: \$350
USD

Delivery Date: August
3rd 2017

