

STUFF STASHERS.

Because women deserve peace of mind - and pockets too.

Fall/ Winter 2018

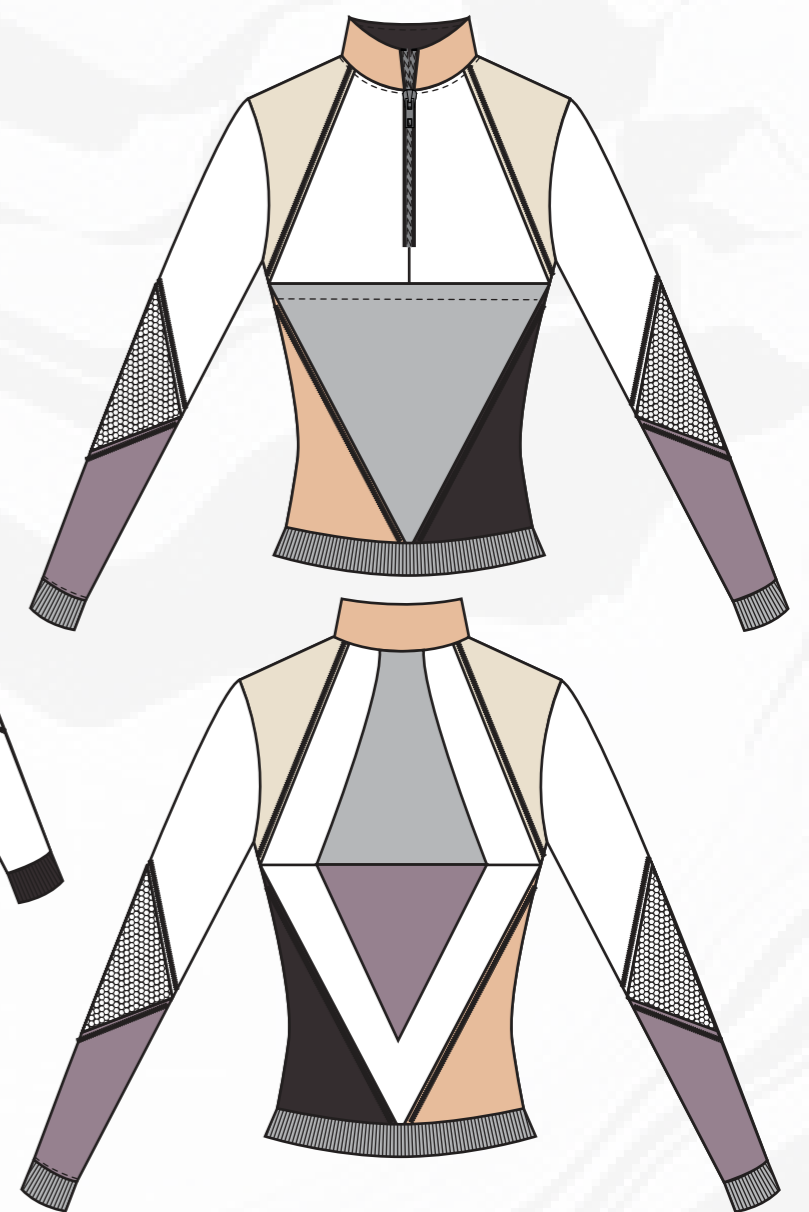
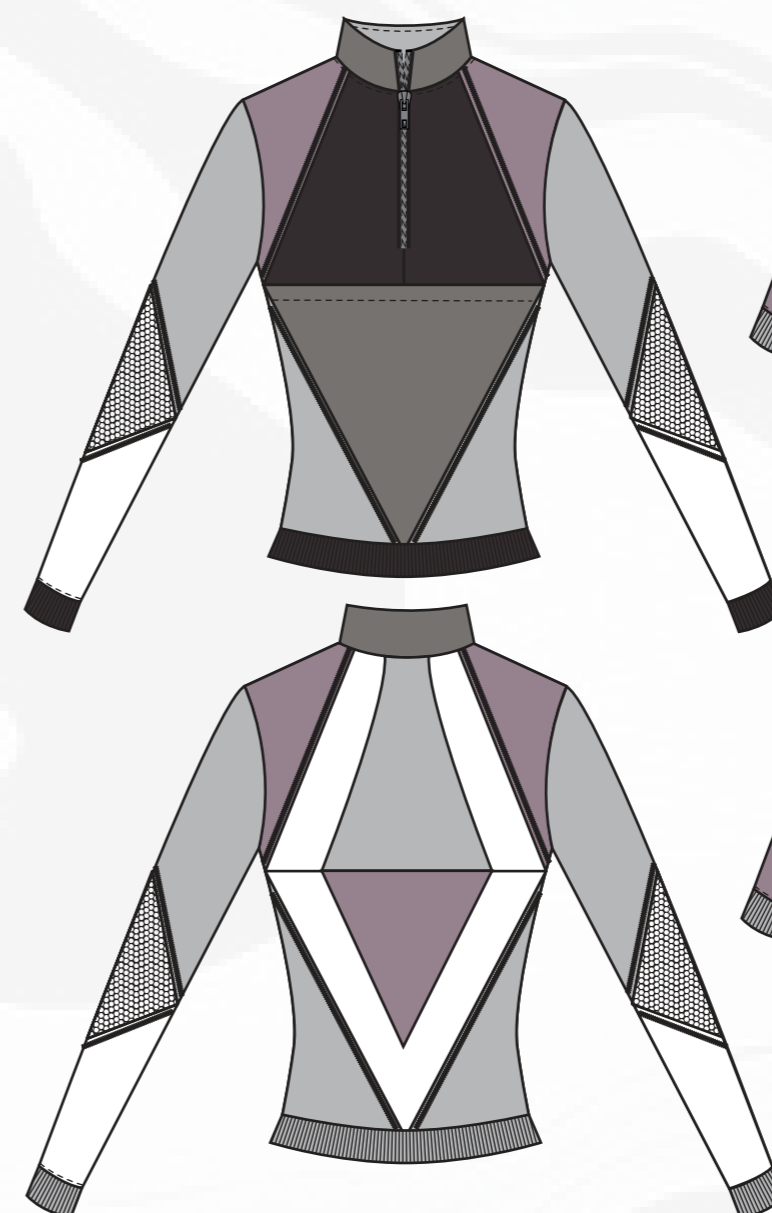
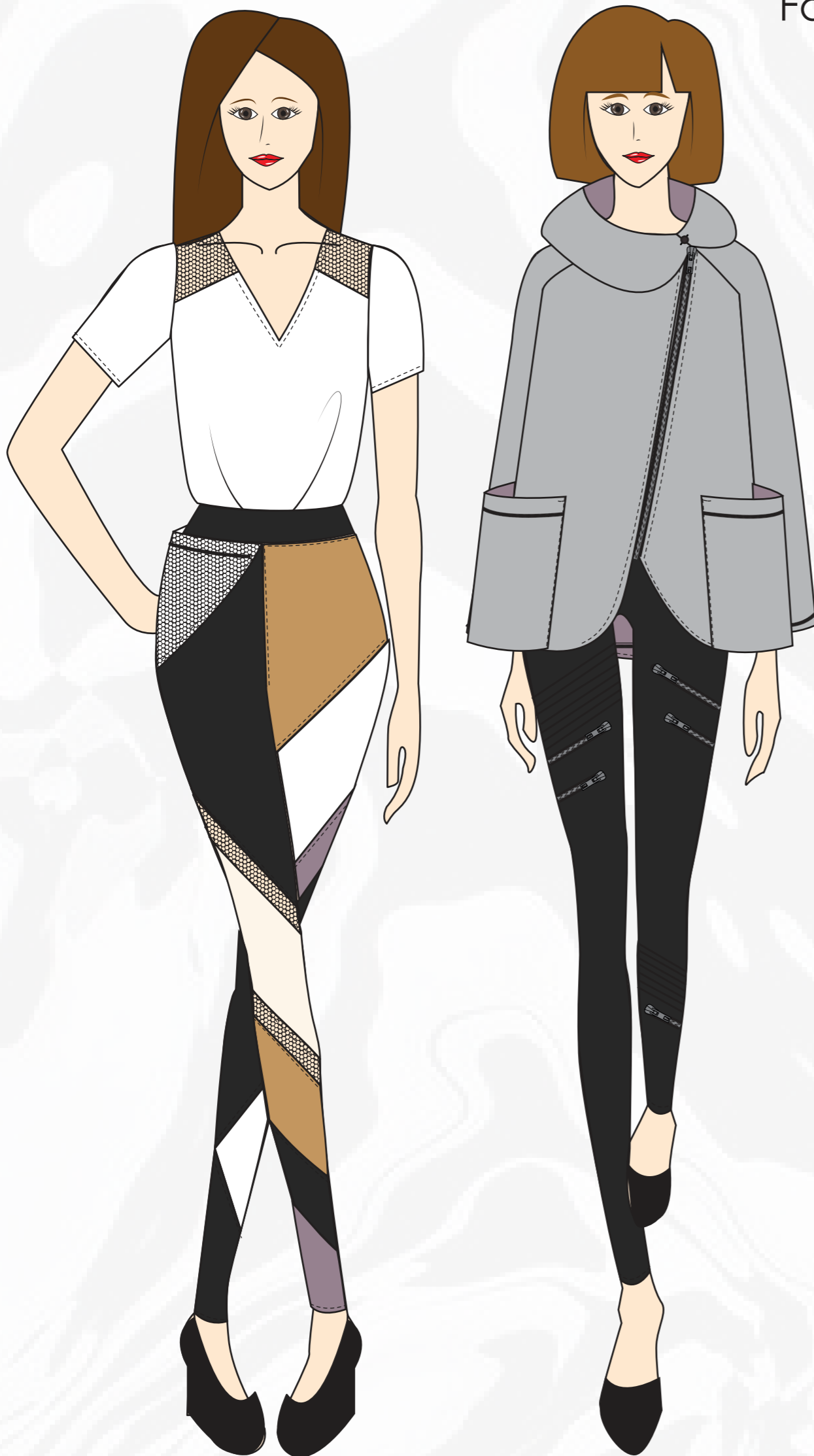
Did you know that over 50% of female joggers under the age of 30 have been harassed in some way? The thoughtful addition of pockets that are large enough to *actually* carry the essentials a women needs for preventative purposes plays a crucial role in a women's feeling of safety. Not only are these pockets large enough to carry a phone, some pepper spray, and a house key, but also they are cleverly designed to blend into the garment details, without feeling bulky. The stylish and innovative nature of these pockets make these garments suitable for athleisure as well, which elevates these pieces from sportswear to casual wear for every errand.

Target Market: Women ages 20-27

Theme: Providing women with essential storage space so that they can always be prepared.

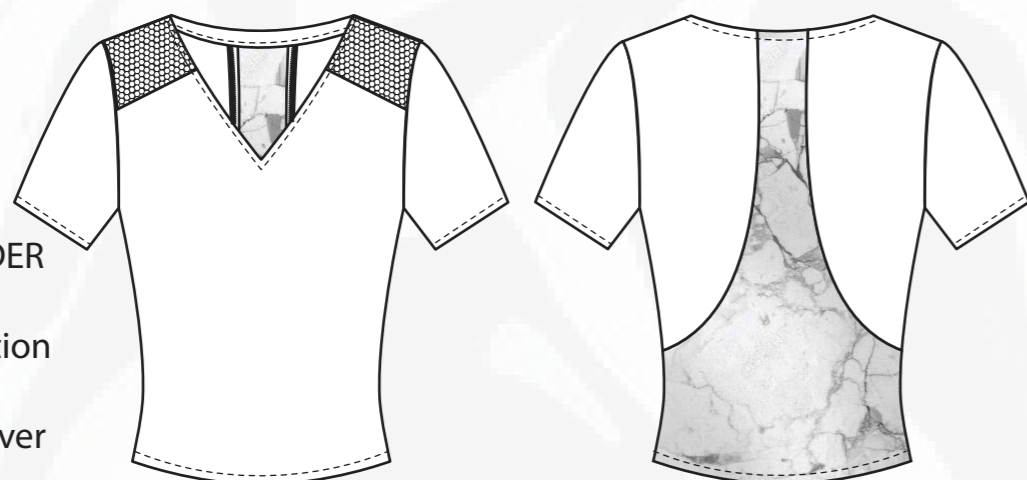
Income: \$40,000-\$70,000

Features: Spacious pockets for personal and safety essentials.



KANGAROO RUNNING JACKET: Soft jersey knit meets hidden pocket bliss in this dynamic design.

STRONG SHOULDER RUNNER'S TEE: Simple & chic option for either athletic wear or thrown over a pair of jeans.



COLORBLOCKED MESH POCKET LEGGINGS: Everyone will think you just ran a 5k with these sporty leggings.

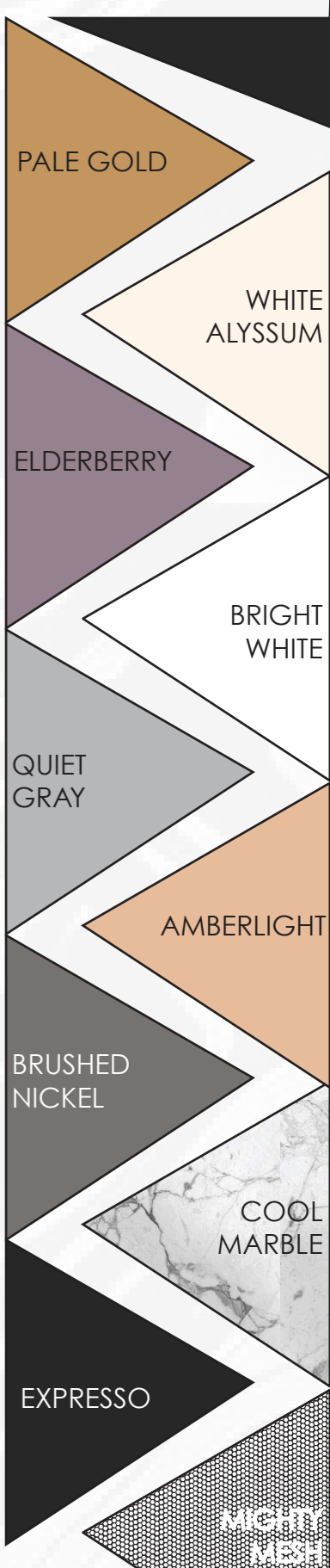


SECRET SPOT MOTO LEGGINGS: Which pockets are real? Only you will be able to tell.

GEO-CUT SPORTS BRA: Perfect for layering up and keeping everything in place.



COZY COWL SWEATSHIRT: Oversized from sleeves to pockets and everywhere in between for maximum warmth & comfort.



Colors inspired by PANTONE Winter Neutrals Palette Winter 2017/2018