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THE MISSION

Inspire active participants and aspirational consumers alike, making them feel part of a larger community and movement of people who aspire to be strong and athletic adventurers. Enable them to pursue their passions confidently and safely through our products and storytelling.

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We are U

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+ STRONG IS BEAUTIFUL

OUR COMM[U]NITY //



ALAINA APPELBAUM
 // DESIGNER
 // ARTIST
 // SYSTEMS THINKER

::



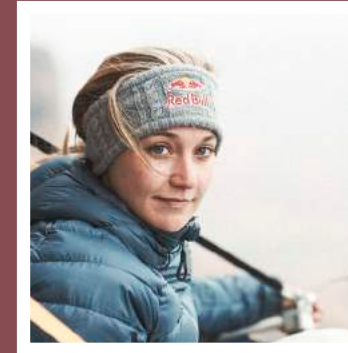
ALLIE D'ANDREA
 // OUTDOORSWOMAN
 // CONSERVATIONIST
 // CONTENT CREATOR

::



KELSEY MARTINEZ
 // PRO STRENGTH COACH
 // FITNESS GURU
 // TRAILBLAZER

::



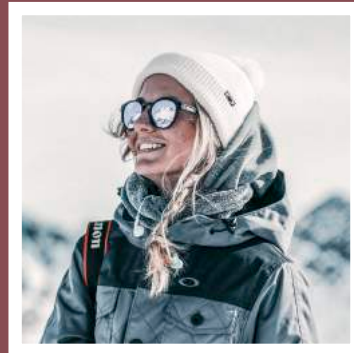
SASHA DIGIULIAN
 // PRO ROCK CLIMBER
 // WRITER
 // ACTIVIST

::



SARAH NURSE
 // PRO HOCKEY PLAYER
 // OLYMPIAN
 // VISIONARY

::



DASHA NOSOVA
 // PHOTOGRAPHER
 // SNOWBOARDER
 // GLOBETROTTER

::



MADDIE RYAN
 // SURFER
 // MELOPHILE
 // OUTLIER

::



JAMIE ANDERSON
 // PRO SNOWBOARDER
 // OLYMPIAN
 // PHILANTHROPIST

::



KAILIN CURRAN
 // PRO MIXED MARTIAL ARTIST
 // AMBASSADOR
 // WARRIOR

::



ALANA SPENCER
 // PHOTOGRAPHER
 // CONTENT CREATOR
 // SURFER

::

Designed With Intent. Made For Protection. Empowering [U] To Go Further.



LUCENT

// ORANGE
// DUSTY ROSE
// ASH
// ICE



iPhone SE
iPhone 12 Mini
iPhone 12 / 12 Pro
iPhone 12 Pro Max



11204N319797
11234N319797
11235N319797
11236N319797



11204N314848
11234N314848
11235N314848
11236N314848



11204N313131
11234N313131
11235N313131
11236N313131



11204N314343
11234N314343
11235N314343
11236N314343

ANCHOR

// AUBERGINE
// DUSTY ROSE
// BLACK
// GRAY



iPhone 12 Mini
iPhone 12 / 12 Pro
iPhone 12 Pro Max



11234M314747
11235M314747
11236M314747



11234M314848
11235M314848
11236M314848



11234M314040
11235M314040
11236M314040



11234M313030
11235M313030
11236M313030

MOUVE

// SOFT BLUE
// AUBERGINE
// ASH
// ICE



iPhone 12 Mini
iPhone 12 / 12 Pro
iPhone 12 Pro Max



112342315151
112352315151
112362315151



112342314747
112352314747
112362314747



112342313131
112352313131
112362313131



112342314343
112352314343
112362314343

STRAPS

// AUBERGINE
// DUSTY ROSE
// BLACK
// GRAY



Apple Watch 40/38mm
Apple Watch 44/42mm



19248K314747
19249K314747



19248K314848
19249K314848



19248K314040
19249K314040



19248K313030
19249K313030

IPADS

// AUBERGINE/
DUSTY ROSE
// BLACK/ICE



iPad, 10.2 Screen
iPad Air, 10.9 Screen



12191N314748
12255N314748



12191N314043
12255N314043

AIRPODS

// AUBERGINE
// DUSTY ROSE
// BLACK
// GRAY



AirPods Gen 1/2
AirPods Pro



10250K314747
10251K314747



10250K314848
10251K314848



10250K314040
10251K314040



10250K313030
10251K313030