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PURPOSE



An AVI8TED THOUGHT is one that is pure, positive, necessary and eternal. Thought, by nature, is elusive and cannot be handled or heard, but has the power to affect the world. AVI8TED is the manifestation of this phenomenon, and the symbol for those who think AVI8TED THOUGHTS, speak AVI8TED words, and preform AVI8TED actions that set the universe ablaze for the better.



HISTORY

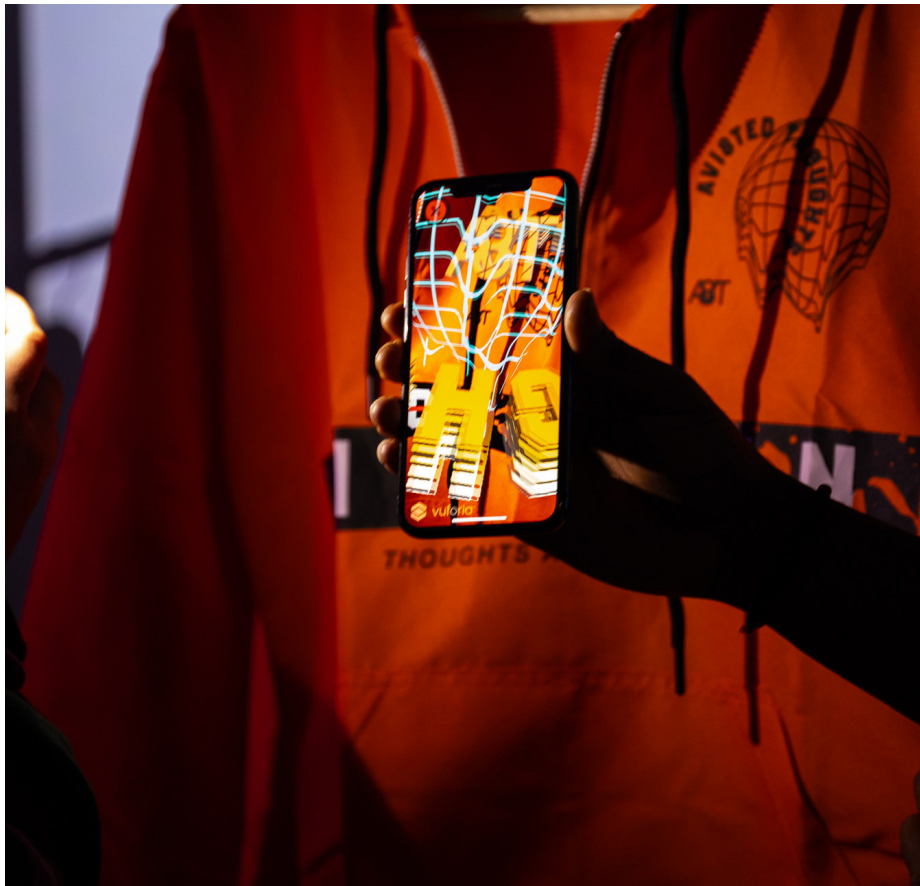


AVI8TED THOUGHTS® is an ode to individuals whose thoughts and perceptions change our world for the better – through innovation, positivity, and creativity. Founded in 2008 by Charlton Woodyard II, a Washington, DC native, our mission is to encourage universal consciousness and reverence through fashion and culture for the purpose of inspiring a sense of global community and responsibility.

AVI8TED THOUGHTS® lifestyle brand is a subsidiary of AVI8TED HOLDINGS, an impact investment and business development company. AVI8TED HOLDINGS is committed to developing a social ecosystem for elevated ideas to thrive worldwide.



2019



RELAUNCH



After a developmental hiatus, AVI8TED THOUGHTS® relaunched this past summer with the release of their augmented reality integrated “Follow the Sun” collection at Beyond Studios DC, followed by a series of pop-up experiences at venues such as the newly opened Somewhere, and prestigious A Ma Maniere store on H st. This was only the beginning.

ETS CAPSULE





“FOLLOW THE SUN”

2019

The sun, both literally and metaphorically, is something you would want to follow considering it is the thing that gives us life on earth. But also it means to follow your light, follow the things that help you to grow.

THIS IS JUST THE BEGINNING.

AVI8TED THOUGHTS



FRONT



BACK

UNKOWN HOODIE

100% Shiny taffeta fabric body with cotton waistband, and augmented reality, integrated graphic print at front left chest, with kangaroo pocket, two tone metal zipper, and printed front and back. SLIM SHORT FIT. SIZING UP SUGGESTED. Unisex style. Do not iron.

.....\$188.00



FRONT



BACK

VENTURA SHIRT

100% 4-way micro polyester short sleeve button down shirt in white with augmented reality sublimated all over print. Reverse collar. Unisex style. Dry clean only.

.....\$138.00



ORENJI PANT

Ripstop Nylon (non-stretch) body with nylon + cotton waistband, and classic logo print on front right and bottom prints. True to size. Unisex style. Do not iron.

.....\$128.00



KURO PANT

Ripstop Nylon (non-stretch) body with nylon + cotton waistband, and classic logo print on front right and bottom prints. True to size. Unisex style. Do not iron.

.....\$128.00



SLATER SHORT

Poly-mesh body with nylon+cotton waistband, and augmented reality integrated graphic print at front left and large classic logo print on front right. SLIM SHORT FIT. sizing up suggested. Unisex style. Do not iron.

.....\$98.00



GLOBAL KEYCHAIN

Global Keychain made from Antique Silver

.....\$18.00





FRONT



BACK

NUCLEUS LONGSLEEVE

100% combed and ring-spun cotton long sleeve T-Shirt in black with a centered nucleus graphic print at front and augmented reality, integrated graphic print on the back. True to size fit. Unisex style. Do not iron print.

.....\$88.00



3:41AM HOODIE

100% Cotton French Terry with augmented reality, integrated graphic print centered front, and frayed distressed bottom. Loose cozy fit. Unisex style. Do not iron print.

.....\$168.00



FRONT



BACK

SUNRISE AM TEE

5.5 oz - 100% combed and ring-spun cotton short sleeve T-Shirt in white with augmented reality, integrated graphic print at front left chest and large centered gradient graphic print at back. True to size fit. Unisex style. Do not iron print.

.....\$88.00



SUN SOCKS

80% cotton, 17% polyamide, 3% elastane jacquard knit with classic logo center and "Avi8ted Thoughts" down sides. Unisex.

.....\$28.00



MOON SOCKS

80% cotton, 17% polyamide, 3% elastane jacquard knit with "Avi8ted" design center.

.....\$28.00





THE WASHINGTON
Informen

Growing up in Washington, D.C. in the '90s wasn't easy. With the influence of drugs and crime, one could easily find themselves on the wrong path. Charlton Woodyard II's parents had a different idea that included private schools, martial arts, and a strict home environment that allowed him the space to fulfill his own destiny. He attributes these circumstances to what he now describes as an aviated mindset. He is sharing his philosophy with the world through his company, Avi8ted Holdings. They recently launched a clothing line, Avi8ted Thoughts, which promotes positive thinking and the idea that you can achieve beyond your wildest dreams.

A purebred Washingtonian, Charlton Woodyard II was born in Southeast Washington, DC at Washington Hospital Center in 1987. While in elementary school, his family moved to K St. Northwest where crippling poverty was flagrant. Despite the conditions, having a grandfather who worked for NASA at Goddard, he was inspired to achieve in education. He was also inspired by martial arts, which at times got him in a bit of trouble at school. His teachers recommended that he take an aptitude test, which resulted in his parents sending him to Georgetown Day School (GDS) where he attended throughout the rest of his secondary education. His classmates included kids of Fortune 500 company CEOs and congressmen, which exposed him to a new lifestyle that he embraced.

As a student of martial arts, he enjoyed the practical and personal aspects and was inspired by Bruce Lee. His father signed his brother and him up for Tae Kwon Do and cultivated a competitive environment around physical fitness. His teacher, Sherman Spinks, who is a legend in the taekwondo community, developed the mental fortitude within him to understand the meaning of hard work. As Junior Olympics champions, he learned to push himself to do things he wasn't aware he had the ability to do.

What is Avi8ted?

Avi8ted Thoughts, as a business and lifestyle company, is a subsidiary of Avi8ted Holdings, an impact investment and business development company. The goal of Avi8ted Holdings is to develop an ecosystem that provides resources where ideas can thrive. The first business is Avi8ted Thoughts, a clothing company.

According to Charlton, Avi8ted is grounded in the concept of the law of attraction.

"An Avi8ted thought is one that is pure and positive, necessary and eternal," he says.

Charlton would prefer to ask, what does it mean to you? He describes it as a "divine dream or purpose", which shouldn't be boxed in as it is very personal to each individual. He was able to ask artist and celebrity Jaden Smith about what an Avi8ted Thought meant to him. He answered that it's a mission to provide a better human experience.

Charlton understands that this concept is a big leap. He doesn't want to inundate people with such a large burden of responsibility. "Making the world a better place doesn't happen in one day", he said. He wants people to understand that they first can make their personal world a better place by understanding the constructs that exist and how they interact with them.

"Avi8ted Thoughts, the clothing brand serves as the uniform we can all point to as the way to connect", said Charlton.

He recently released his first line with the "Follow the Sun" capsule collection. In his words, "the sun, both literally and metaphorically, is something you would want to follow considering it is the thing that gives us life on earth. But also it means to follow your light, follow the things that help you to grow."

In 2018 he participated in the Remote Year program which allowed him to travel and study in various countries for months at a time and learn about global entrepreneurship. He visited Vietnam, Thailand, Japan, and Malaysia where he formed relationships that changed his thought process. He met two friends in Japan who introduced him to augmented reality which he included in his production process and can be seen in his "Follow the Sun" capsule.

Most recently, Avi8ted Thoughts has been able to partner with 202Creates as a resident of their creative entrepreneurship program headed by D.C. Mayor Muriel Bowser. With the added workspace and resources they've received a lot of help building the infrastructure. With almost a decade of planning, studying, networking, and grinding he's finally seeing his vision come to fruition.

Meanwhile, Washington, D.C. has also become one of the most physically fit cities in America. The Avi8ted Thoughts brand represents a lot of that idea.

"Wellness is a huge part of the brand", said Charlton.

The influence of martial arts has been maintained throughout his brand. He believes that hard work is what it will take to get us ahead. Charlton cited how the ancient pyramids in Egypt were built with the mindset that people can achieve things greater than they know. He wants to project those ideals with his brand.

"You have to master yourself and find your inner rhythm before you're able to affect the world," said Charlton.

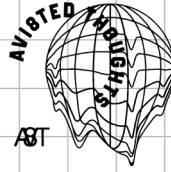
Charlton credits his team with putting a strong plan in place that he believes will create a lasting impression. Although the price-point is more expensive than most he believes that once people understand the mission behind the brand there will be a lot of support. The Avi8ted team reaches from D.C. to Los Angeles, CA., Atlanta, GA., and even Japan. "In a start-up, everyone is responsible for everything," said Charlton. "These are a group of people who have "Avi8ted" themselves for this time...for us it was always about longevity". His team helps to reel in his ambitious dreams and work to make them possible.

Currently the "Follow the Sun" capsule collection is being released in phases with the first being the "Sunrise" tee in AM (white) and PM (black). The collection debuted at their launch event on June 29 at Beyond Studios. More pop-ups are planned that will feature socks, button-ups, and shorts, all featuring the AR technology and pure and positive energy. To find out more about Avi8ted Thoughts visit www.avi8tedthoughts.com.

Written by Lafayette Barnes IV



ENDORSEMENT



For AVI8TED THOUGHTS® connecting with individuals who bring their dreams to fruition is the essence of the AVI8TED mantra. Conversations with individuals like Bangladesh, and Rodney McLeod, give us insight into the mindset and energy it takes to achieve what others only dream of. The AVI8TED mission is to connect energies of similar purpose, so that talent across industries can contribute to our worldwide ecosystem.



NIPSEY HUSSLE

Cultural Icon The Great Nipsey Hussle, photographed in "Og Block Logo T-Shirt."

JANUARY/2013



BANGLADESH

Grammy Award winning Music Producer Bangladesh, wearing our "Kuro Pants."

NOVEMBER/2019



B.O.B.

Rapper B.o.B. celebrating his Birthday in our "Unknown Hoodie."

NOVEMBER/2019



BLAKE KELLY

Rapper, Songwriter and Netflix Star Blake Kelly, seen in the "Ventura Shirt" and "Kuro Pants."

AUGUST/2019



RODNEY MCLEOD JR

Super Bowl LII Champion Rodney McLeod Jr. featured in our "Nucleus LongSleeve."

JANUARY/2020



ADE

DMV native, Recording Artist Ade, wearing the "3:41 A.M. Hoodie."

OCTOBER/2019



KENNY BURNS

Social Influencer Kenny Burns, photographed with CEO Charlton Woodyard II receiving his "AVI8TEDCare Package."

DECEMBER 2020



JAVICIA LESLIE

Actress and Hampton University Alum Javicia Jones, seen receiving her order from the AVI8TED family.

OCTOBER/2019



TRE JOHNSON

Vocalist and DMV native Tre Johnson, picking up his “AVI8TED Care Package.”

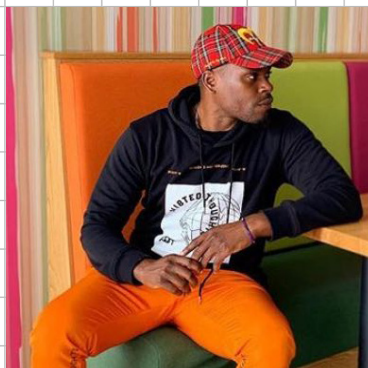
SEPTEMBER/2019



GINO CRUMP JR

Actor and former NFL wide receiver Gino Crump Jr, sporting the “Orenji Pants” and “Ventura Shirt.”

NOVEMBER/2019



DULO

Comedian, Actor, and Social Media Influencer Dulo in our “3:41 A.M. Hoodie” and “Orenji Pants.”

DECEMBER/2019

POP UP SAPS





**DISTORTED
THOUGHTS**

DISTORTED THOUGHTS
ABT

ABT

DISTORTED THOUGHTS
ABT

MAKESHIFT POP UP

Sat, July 20, 2019

RELAUNCH POP UP



-ART INSTALLATIONS BY THE DISTRICT DODGER AND VARIOUS ARTISTS

-HOSTED AT BEYOND STUDIOS DC

Sat, June 29, 2019

MAKESHIFT POP UP



-AUGMENTED REALITY EXPERIENCE

-MUSIC

-NETWORKING

Fri, July 26, 2019

SKY LOUNGE POP UP



-AUGMENTED REALITY EXPERIENCE

-MUSIC

-NETWORKING

Sat, September 7, 2019

A MA MANIERE POP UP



-AVI8TED THOUGHTS® SCHOOL SUPPLY DRIVE + POP-UP EXPERIENCE BENEFITING J.O. WILSON ELEMENTARY SCHOOL HOSTED BY A MA MANIERE, DC.

-MUSIC SELECTION BY @KINGIVEN

Sat, November 9, 2019

SOMEWHERE® POP UP



-THE GOOD FOLKS OF AVI8TED LIFESTYLE GROUP AND SOMEWHERE® HAVE COME TOGETHER TO CREATE A CULTURAL MOMENT FOR WASHINGTON, DC!

-COLLABORATIVE GARMENT RELEASE

Sun, December 22, 2019











THOUGHTS AND HORIZONS

38.9072° N

71.0300° W

AVISTED THOUGHTS

AST

MOONSCAPES AND AVISTED
DIAGRAMS

AST

A MA MANIERE POP UP

Sat, November 9, 2019





SOMEWHERE
HERE
A&T

38.9072° N 77.0369° W

SOMEWHERE® POP UP
Sun, December 22, 2019

MEMBERSHIP

MEMBERSHIP LEVELS:

AVI8TED AFFILIATE

Free

How to participate:

Follow on social media platforms/Submit Email on website

Benefits:

Pre-sale access to unreleased product

10% discount

Invitations to exclusive events

Invitation to become a member

AVI8TED MEMBER

Comped (First 500 members)

\$188 per year

or

\$18 per month

How to participate:

Must be an AVI8TED Affiliate

Must be invited by AVI8TED Member

Must complete member intake survey

Benefits:

Pre-sale access to unreleased product

20% discount

Invitations and/or free admission to exclusive events

Access to members-only platform and network

Rewards for participating in membership program

Personal Member discount code - 10% off

Collecting AVI8TED pieces

Attending AVI8TED events

Participation on platform

Invitation to join AVI8TED Mastermind group

AVI8TED AMBASSADOR

Invited

How to participate:

Must an AVI8TED member

Benefits:

Pre-sale access to unreleased product

30% discount

Invitations and/or free admission to exclusive events

Access to members-only platform and network

Rewards for participating in membership program

Personal Member discount code - 10% off

Collecting AVI8TED pieces

Attending AVI8TED events

Participation on platform

Invitation to join AVI8TED Mastermind group

Participate in branded AVI8TED content/Private events



