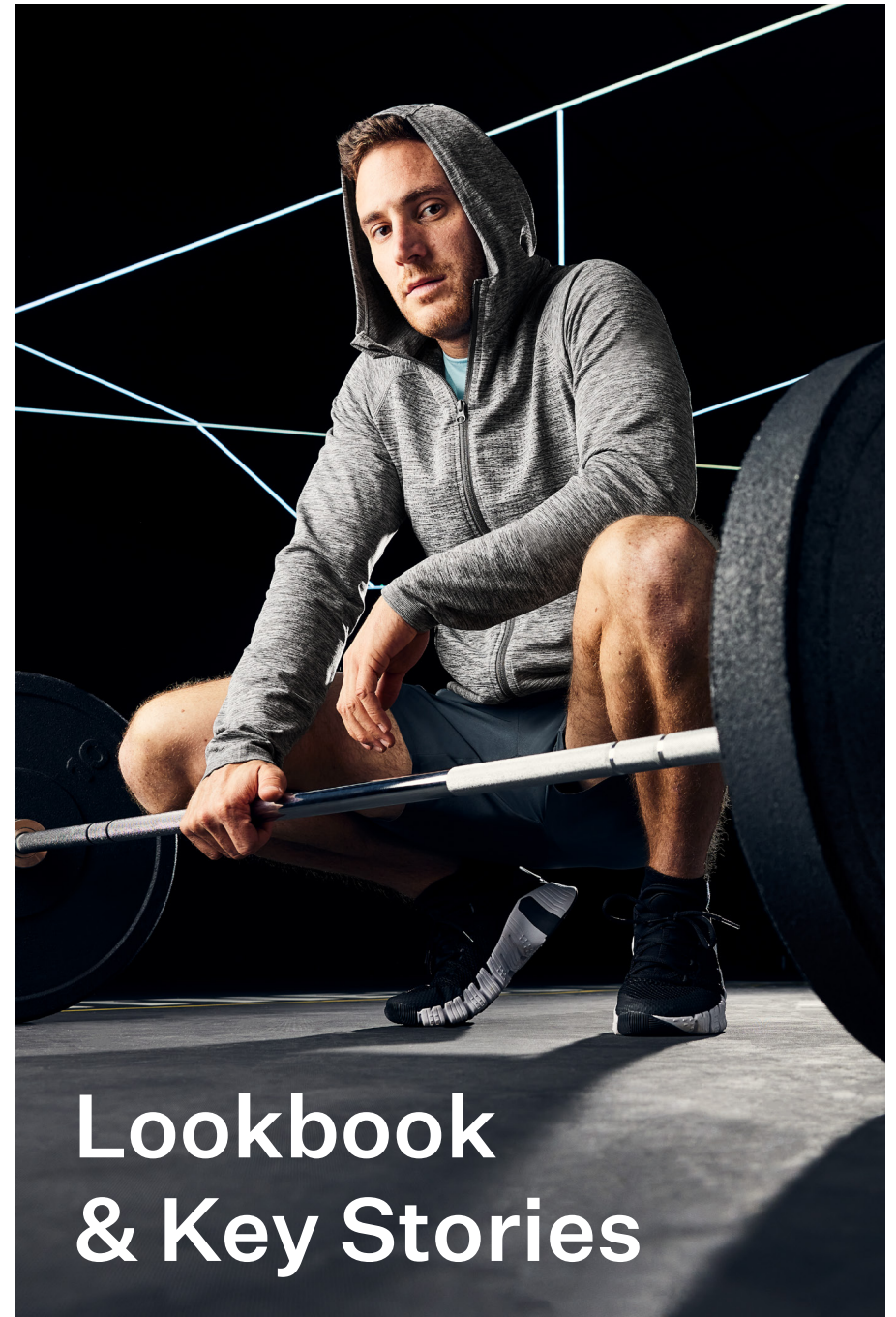




Forward
With
Design

SS 23



Lookbook
& Key Stories

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WHAT IS FWD?

Created for a life in motion

You live, work, and play, all at the same time. You're busy, but wouldn't have it any other way. Recognizing that '9 to 5' can never define who you are, or what you do, Forward With Design's active-styled apparel and accessories are created to take you effortlessly from home to work to workout, or anywhere else.



Combining style, comfort, and convenience with technical fabrics and materials, our collections are not only designed for motion but also to support and even restore you when it's time to unwind.



Guided by mindful thinking, we create each piece with a passionate commitment to people and planet, and a life that never stops.



DESIGNED IN CANADA
FOR THE ACTIVE
NOMAD

THE CAPSULE CONCEPT

What is a Capsule?

The **FILLO** Capsule is a wardrobe solution designed to eliminate the everyday stress of figuring out what to wear.

Each capsule is made up of a limited number of interchangeable styles that work together but are also strong stand alone pieces.



Built For Movement



Designed For Versatility



Made For Function

THE CAPSULES



The Push FWD collection focuses on elevated activewear built for the active generalist. Though not sport specific, this collection is designed for high intensity cross training. Push is committed to driving innovation through new technologies and problem solving.

Descriptors

Activewear | Studio apparel | Athletic apparel



The Free FWD collection focuses on relaxed loungewear for the in-between moments in life, with a focus on sustainable fabrics, trend-driven silhouettes and fashion colours. Underwear built for all day comfort using luxe fabrics and construction.

Descriptors

Slounge-wear | Two-mile wear | Elevated sportswear



Fusing a clean minimal design with activewear technologies, the Friday FWD collection is transitional work-leisure designed for life on the move. This collection focuses on versatility and movement, while still aiming for a dressed-up experience.

Descriptors

Work-leisure | Friday dressing



FWD Core Basics is a range of everyday activewear for the entire family with designs informed by the capsules. Focuses on value and sustainability. Available in Men's, Women's and Kids'.

Descriptors

Everyday activewear | Sportswear

SS23 SEASONAL BRAND THEME

As you return to a life of constant movement after a significant pause, **FWD** is here to help you adapt to the new rhythm of daily life in 2023, embrace new ways of getting back together, and rebuilding those lost connections.

Being back together also comes with the responsibility to grow with the world around us through positive means, to look beyond ourselves and find ways to do better together.

Our CHOOSE BETTER. TOGETHER initiative is our commitment as a brand to always choose better materials, better processes, better technologies, and better partnerships to safeguard the future of our planet.



MARKETING STORIES

MAKE A COMEBACK

Staying motivated can be a challenge, no matter who you are. **FWD** is here to help you stay focused and turn every setback into a comeback. Highlighting the best of our activewear assortment from Push, Free, Friday FWD and Core Basics to get you back on track.

OUTDOOR EMBRACE

With the return of warmer weather, we're embracing the outdoors and reconnecting with nature and taking our workouts outdoors to make the most of the season. Featuring key activewear pieces from Push FWD & Core Basics.

LIFE IN MOVEMENT

Highlighting the versatility of our best sellers from the Friday FWD capsule. Showcasing ways to create multiple looks using a small assortment of products that transition with you from work to after hours.

BACK TOGETHER

As we return to a life of movement and human interaction, we will tell the story of what being back means in all aspects of life, and how all of our products help you make a comeback. Featuring the best of our assortments from Push FWD & Core Basics.

CHOOSE BETTER. TOGETHER.

Sharing our commitment to a better planet with our customers through content highlighting our efforts around better materials, better processes, and better partners. Featuring the best of our responsibly designed styles and accessories.



SS23 COLLECTION

SS23 KEY COLOURS

Storm Gray

Egret

Porcelain Rose

Antler

Agave Green

Lavender Aura

Dusty Pink

Forget-me-not

Sage Green

Thrush

Black Beauty

Push

END

SEASONAL FEATURES

MEN'S

drirelease® tech series with recycled polyester, moisture-wicking properties, engineered perforations for breathability, and anti-odour technology.

Aviate series for running and cross training. Made with a premium lightweight stretch woven recycled nylon/spandex mix fabric.

WOMEN'S

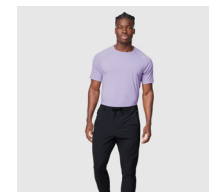
Introduction of a high Impact bra with bonded nylon/Spandex construction for ultimate comfort and support. A true high impact run/active bra geared towards C+ cup sizes.

New recycled nylon/spandex mesh overlay medium impact bra. Fresh seasonal colours & prints.



MEN'S *DRIRELEASE*® TECH TEE

Price : \$ 39.99
PMM : 333948991
Colour : ● ● ● ● ●



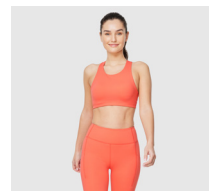
MEN'S SUPER STRETCH JOGGER

Price : \$ 79.99
PMM : 333629794
Colour : ● ●



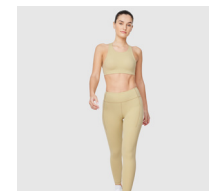
MEN'S TRAINING UNLINED SHORT 7"

Price : \$ 44.99
PMM : 333948925
Colour : ● ● ● ●



WOMEN'S MULTI STRAP SPORTS BRA

Price : \$ 59.99
PMM : 333952468
Colour : ● ● ● ● ●



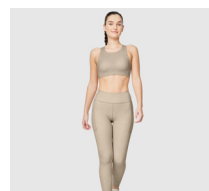
WOMEN'S TRAINING LEGGING 25"

Price : \$ 89.99
PMM : 333975622
Colour : ● ● ● ●



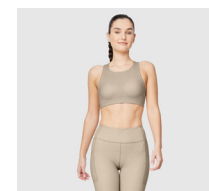
WOMEN'S SUPER SOFT TANK

Price : \$ 39.99
PMM : 333953912
Colour : ● ● ● ●



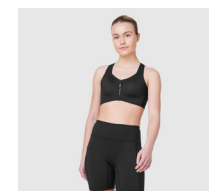
WOMEN'S TRAINING LEGGING 25" CEMENT PRINT

Price : \$ 89.99
PMM : 333952554
Colour : ●



WOMEN'S MULTI STRAP SPORTS BRA CEMENT PRINT

Price : \$ 59.99
PMM : 333952554
Colour : ●



WOMEN'S HIGHIMPACT FRONT ZIP BRA

Price : \$ 69.99
PMM : 333952581
Colour : ●

Free



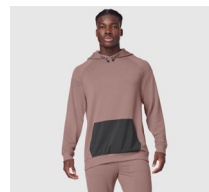
SEASONAL FEATURES

MEN'S

Mixed-media terry collection, made with recycled polyester/modal blend French terry fabric with our signature moisture-wicking/anti odour technology built in.

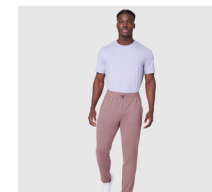
WOMEN'S

Mixed-media terry collection, made with recycled polyester/modal blend French terry fabric with our signature moisture-wicking/anti odour technology built in.



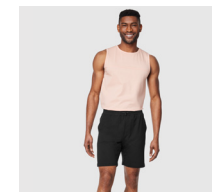
MEN'S TERRY PULLOVER LS HOODIE

Price : \$ 74.99
PMM : 333949706
Colour : ● ●



MEN'S TERRY ADJUSTABLE JOGGER

Price : \$ 69.99
PMM : 333949739
Colour : ●



MEN'S TERRY SHORT 9"

Price : \$ 54.99
PMM : 333949805
Colour : ● ●



WOMEN'S CROPPED WIDE LEG PANT

Price : \$ 69.99
PMM : 333963736
Colour : ● ● ●



WOMEN'S MODAL BOXY TEE

Price : \$ 44.99
PMM : 333596373
Colour : ● ●



WOMEN'S TERRY CROPPED LS TOP

Price : \$ 59.99
PMM : 333963722
Colour : ● ●



WOMEN'S OVERSIZE HOODIE

Price : \$ 69.99
PMM : 333961762
Colour : ●



MEN'S PIMA TEE

Price : \$ 44.99
PMM : 333949651
Colour : ● ● ●

Friday

SEASONAL FEATURES

MEN'S

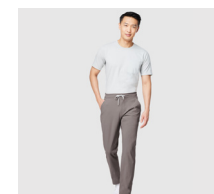
drirelease® tee program made with recycled polyester, and featuring inherent chemical free moisture-wicking/quick drying *drirelease*® technology.

Commuter program made with nylon/spandex micro twill.

WOMEN'S

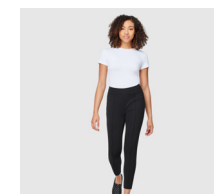
Day-to-Night pant made with recycled polyester double knit fabric. Featuring brand signature moisture-wicking/anti-odour technology.

Sweater knits made with recycled polyester/tencel yarns in fresh, versatile silhouettes.



MEN'S STRETCH COMMUTE PANT

Price : \$ 79.99
PMM : 333949552
Colour : ●



WOMEN'S DAY TO NIGHT STRETCH PANT

Price : \$ 89.99
PMM : 333963770
Colour : ● ● ●



MEN'S DRIRELEASE® TEE

Price : \$ 39.99
PMM : 333949933
Colour : ● ●



WOMEN'S CROPPED WOVEN PANT

Price : \$ 89.99
PMM : 333961542
Colour : ● ●



WOMEN'S MODAL MINIMAL TEE

Price : \$ 39.99
PMM : 333961427
Colour : ● ●



WOMEN'S OPEN KNIT SWEATER

Price : \$ 59.99
PMM : 333961416
Colour : ● ●



WOMEN'S MODAL TUNIC

Price : \$ 49.99
PMM : 333963792
Colour : ● ●

KEY PRODUCT FEATURES

MEN'S

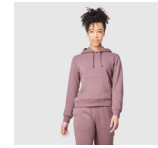
UPF protection fabric made with recycled polyester.

WOMEN'S

New low impact bra and high rise legging, made with recycled polyester. Built for low to medium intensity workouts.

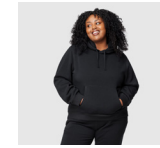
Fresh new styles in shorts and tanks.

Seasonal prints and colours.



WOMEN'S ALLYEAR PO HOODIE

Price : \$ 54.99
PMM : 333952813
Colour : ● ● ● ●



WOMEN'S PLUS ALLYEAR PO HOODIE

Price : \$ 54.99
PMM : 333952829
Colour : ● ● ● ●



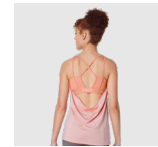
WOMEN'S X TANK

Price : \$ 34.99
PMM : 333952666
Colour : ● ● ● ●



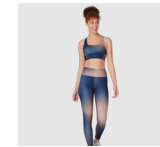
WOMEN'S LOW IMPACT BRA

Price : \$ 44.99
PMM : 333952622
Colour : ● ● ● ●



WOMEN'S BUILT-IN SUPPORT BRA

Price : \$ 64.99
PMM : 333952845
Colour : ● ● ● ●



WOMEN'S HIGH RISE 7/8 LEGGING

Price : \$ 49.99
PMM : 333952977
Colour : ● ● ● ●



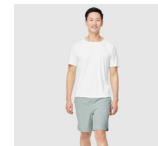
MEN'S UPF SS TECH TEE

Price : \$ 29.99
PMM : 333949211
Colour : ● ● ● ●



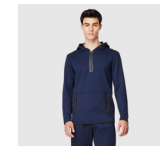
MEN'S SW SS TRIBLEND TEE

Price : \$ 34.99
PMM : 333949486
Colour : ● ● ● ●



MEN'S ACTIVE WOVEN SHORT

Price : \$ 39.99
PMM : 333949277
Colour : ● ● ● ●



MEN'S SPACER KNIT 1/2 ZIP PO HOODIE

Price : \$ 74.99
PMM : 333949343
Colour : ● ● ● ●

CONTACT US

Questions? Comments? Want to learn more about the team, the brand or share a customer story?
We want to hear from you.

🌐 Email us at info@forwardwithdesign.com

📷 Join our family of #FWDthinkers:
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