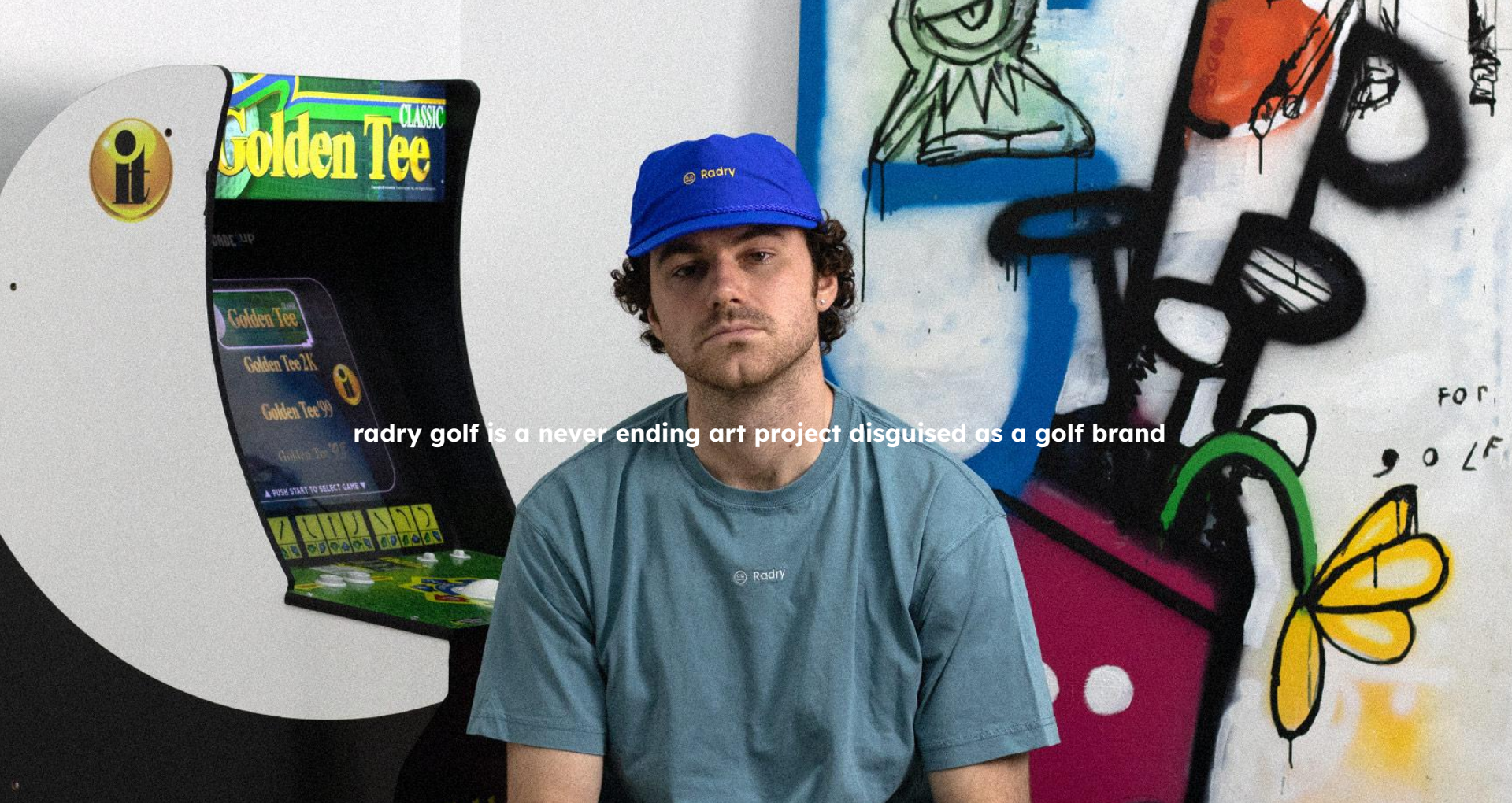


**radry golf**

radry.com  
WI 53081





radry golf is a never ending art project disguised as a golf brand



radry golf was founded in 2018 by tony knapton. tony has been in the apparel industry for over 11 years having starting with a lifestyle brand called routine baseball. the brand became a household name in the baseball industry after collaborations with adidas and several pro players in the mlb. tony left the company in 2018 to pursue his new passion within golf and started radry golf shortly after.

radry began with a small yet successful launch capsule before the brand took a 3-year hiatus, as tony took a creative director role with random golf club. as of january, 2023 he is back working full time on radry golf to give it the focus it deserves.





radry golf was formed as a creative outlet where ideas and designs can exist as experiments. create for creating's sake. in a game known for its stuffiness, rady takes on a free spirit and youthful approach that is refreshing for many.

the branding is designed to act as a reflection of yourself. a reminder as to why you play golf, to be present in the moment, to get creative, to look at obstacles and failures as opportunities, and to make sure you prioritize the celebration of wins - no matter how small. understanding that life and golf will have its ups and downs and it's your approach and the process that matters.

# radry

/ rad•rē /

the name 'radry' represents the emotional rollercoaster one goes on while golfing and living life. it comes from the combination of two old scottish slang terms:

**'radge'** - the angry or uncontrollable feeling that comes when presented with obstacles on the course, or in life.

**'barry'** - the positive and sacred feeling that comes when you acknowledge your gratitude for the good things, and the pure irons.



the logo is meant to act as your inner monologue and be a reflection of yourself. it is broken down into three parts:

**circle eye** - represents a birdie, your wins and celebrations.

**square eye** - represents a bogey, failures and opportunities.

**mouth** - represents the reality of life and golf's ebbs and flows.

## we **experiment** always

dismissing perfection allows room for more creativity and learning

## we feed our **inner child**

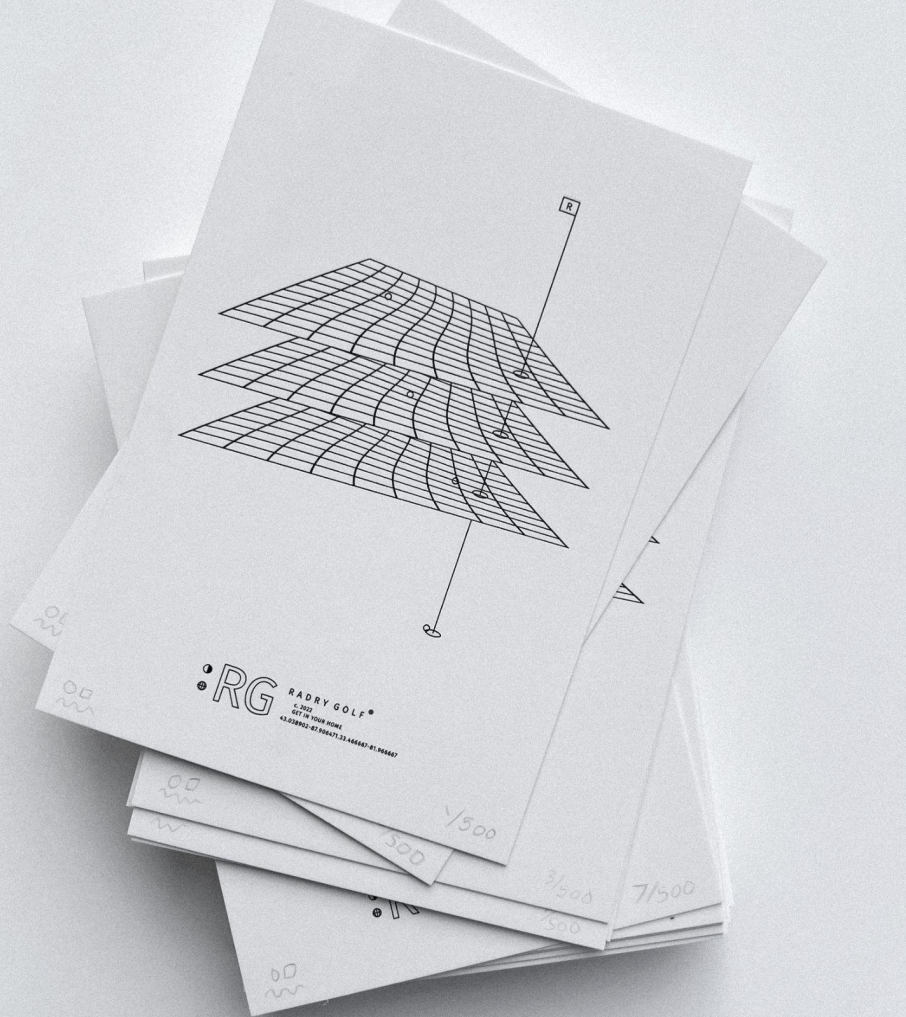
dream big, focus on play, and create without guardrails

## we practice **patience**

a focus on mindfulness and understanding leads to a healthier attitude



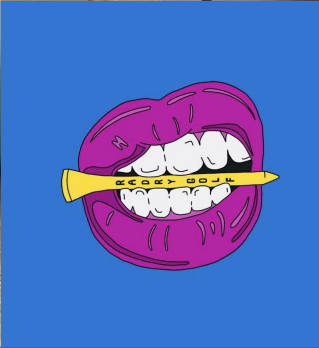
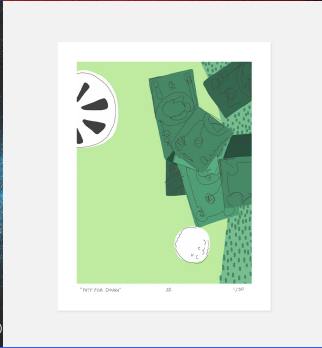
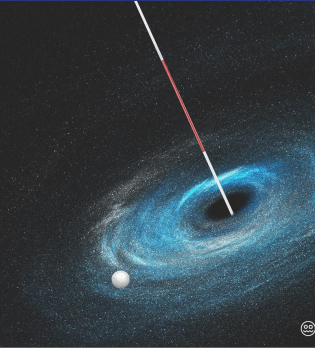
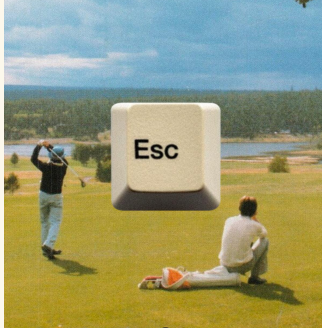
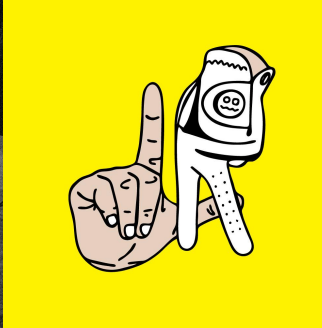




inspiration for radry comes from the blending of the traditional art scene with the idea of being present on the golf course. most art is inspired by the things around you and what's going on in your life — in this case it's golf and being surrounded by beautiful nature while you battle with your inner self.

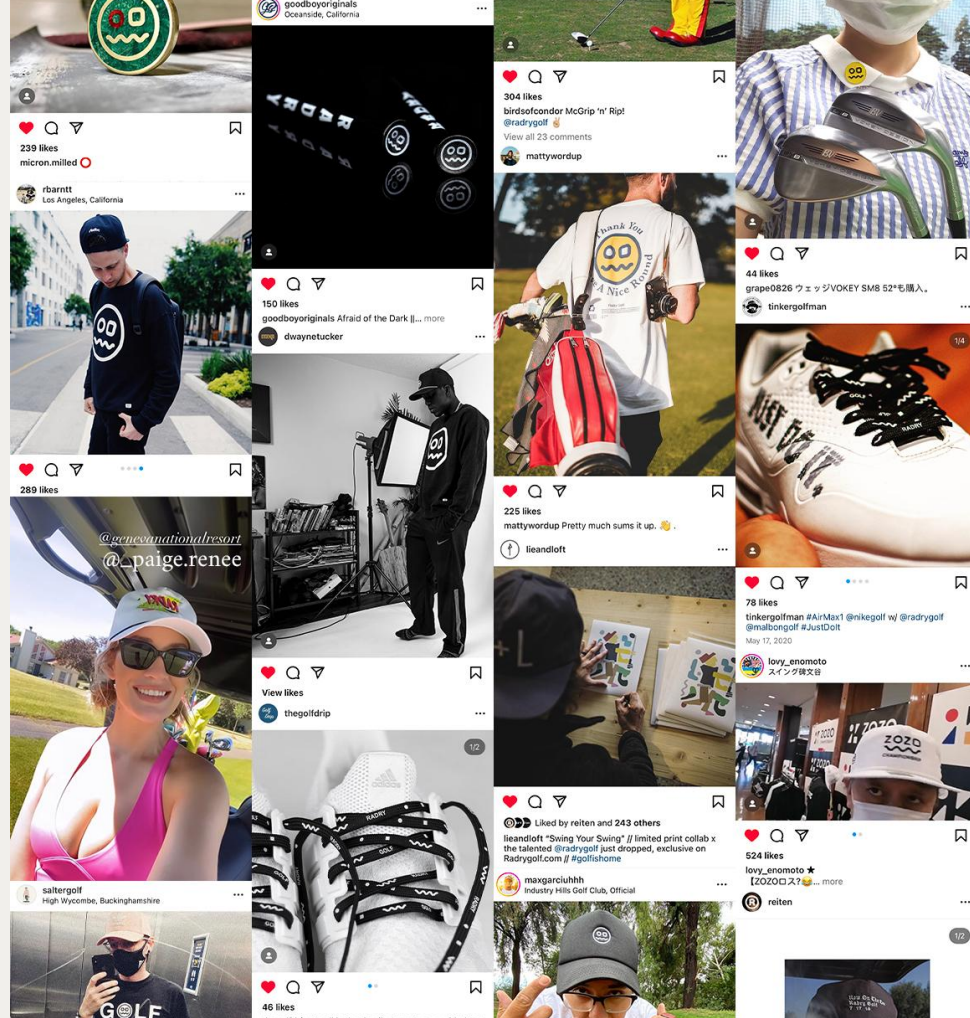
the artistic approach will be what inspires the products and that then acts as a differentiator within a crowded golf apparel market. some comps from other industries that do a great job of focusing on process and/or art include: KAWS, KidSuper, Carhartt WIP, ACG, Aime Leon Dore, Parra, Market, Braindead and Palace.





experimentation has also made its way into our “patron” membership model. this is a membership that is a playful twist on a country club, where the way to get sponsored isn’t gated by a fee, but rather invite codes that only certain people hold. friends and industry leaders hold a handful of these codes, while many also can be hidden on the website or stealthy dropped in an email and so on. this creates a more inclusive model where anyone can join, you just have to find a code. this forces people to pay close attention and gamifies the experience.

being a patron member gets you early access to drops, reserved product, special sale events, and so on. this helps build demand, promotes word of mouth marketing, and creates more hardcore fans.







2023 is the year of building out the product catalog and filling the shop with core products and oddities to keep the buzz strong. smaller drops will take place throughout the year with a good mix of original art pieces, prints, apparel, and hard goods.

as the brand moves forward and gets ahead on the product calendar, there will be more focus on thematic capsules, collaborations, and seasonal drops. this will set the brand up for wholesale opportunities and expansion in other countries in 2024 and beyond.

A Nice Roll

Radry Golf

Please return this shirt for recycling. WARNING: To avoid danger of frustration, keep shirt away from babies and adults who have a tough time playing golf without getting mad. Do not use this shirt on courses or for formal functions. This shirt is not a toy.

007-17-0018  
BAR 22

RADRY GOLF



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...oter blew a 4 stroke lead on  
...ack 9 of the tour championship



Radry  
Golf co.