

## OUR STORY

We are two dads and a gear guy and we believe that **parents deserve better gear**. We started FIFTY FIFTY to give parents a higher-quality option, bringing the performance, style, and durability of leading outdoor brands to a line of gear designed specifically for parents.

With three young kids each, Peter and Adam had carried around generic sub-par bags that boasted special pockets for diapers and wipes, but that inevitably ended with a busted zipper or strap within 18 months. They reached out to their friend Luke (the gear guy) and talked through the novel concept of building bags for parents, not diapers.

Why would anyone need a “diaper bag” in the first place if we could create packs that had specific features to handle the messiness of life with small children, that were built with the versatility and durability to grow with your family (guaranteed), and that were designed to be bags that you would want to carry every day.

So we decided to start out by redefining what packs for parents could be, leveraging the technical expertise that Luke built over 15 years in the outdoor industry and most recently as head of product at Mystery Ranch Backpacks (YETI liked Luke’s bags so much that they recently bought the whole company). Together, over the course of two and half years, we’ve worked to create the best performing parenting packs on the market. With a focus on design, high-quality materials, and in a style that can be worn confidently anywhere — we are setting a new standard when it comes to the products that parents depend on every day.

Our mission at FIFTY FIFTY GEAR is to build gear for parents that helps them feel ready to embrace the adventure of getting outside with their kids. Whether you’re out for a hike, headed to the playground, exploring the city, or braving an international flight, our packs are there to help dads and moms shoulder the load. There will be ups and downs in any adventure, but by having what you need and being ready you can keep your balance.

# WHAT FIFTY FIFTY MEANS TO US

We chose to call our brand FIFTY FIFTY GEAR because it represents the idea of balance, something we were seeking across multiple aspects of our lives as parents. We know that perfect balance is impossible, but we want to help parents stay a little closer by creating products that are dependable, that enable them to feel ready for whatever comes up, and to keep them comfortable, confident and feeling like themselves.

## OUR TEAM

**DAD 1:** Adam Harr is a father of three, two boys (9 and 7) and a girl (2) and lives in Seattle, WA. As a new dad, Adam ran the Amazon Baby Registry and still couldn't find a diaper bag he liked. He has been extensively field testing FIFTY FIFTY packs through the ringer as an excuse to get out on big trips with his family.



**DAD 2:** Peter Briggs is a dad of three boys (7, 4, and 1) and lives with his wife Lauren in Rochester, NY. Their family is always on the move, from teaching the boys to ski in the winter, camping in the summer, and exploring new cities whenever they get the chance. Prior to Fifty Fifty, Peter led strategy teams launching both HBO Max and Xbox.



**GEAR GUY:** Luke Boswell lives in Bozeman, Montana, and has spent the last 15 + years designing and developing packs and equipment for outdoor industry brands. He led the Product team at Mystery Ranch and was responsible for developing some of the best EDC and technical pack systems in the world. No kids, but he brings a lot of uncle energy to the table.

