



ATHLETIFREAK



Deep inside you is an energy  
that refuses to be contained  
Deep *inside* you.



**UNLEASH YOUR INNER FREAK**





In a world divided by differences, LOVE for sport is a common denominator that unites us all.

Regardless of one's athletic discipline and independent of the arena that they compete in; we ALL have a Freak within us.

A triathlete, bodybuilder, gymnast, runner, swimmer, yogi, cross fitter, and ballerina may compete on a different platform - but the pre-game butterflies, the sweetness of celebration, the heartbreak of defeat, the intense passion, the obsessive attention to detail in every rep, stride, and movement resonates within every athlete.

**ATHLETIFREAK represents the Mentality that ignites us, the common pulse that unites us.**





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# ATHLETIFREAK

*Ath-leh-tih | freak*

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We represent **DIVERSITY** in the arena of **competition**.

**UNITED** by our **commitment** to the journey

And driven by the *relentless* pursuit for **excellence**,

We are connected by our pure *passion* for

**MOVEMENT.**





### **By Athletes, *for* Athletes.**

*Athletifreak* is a premium apparel brand crafted with quality, engineered for comfort, and designed with sophisticated simplicity.

As you embrace the comfort of being uncomfortable, as resetting standards is your expectation not the exception, and as you defy boundaries to scale higher; our gear moves with you and exudes an earned Pride.

AF values embody the authentic attributes of an athlete at their core: a drive for progression, passion for excellence, and an obsession for the finest details.

Built upon a foundation of respect and integrity; our commitment to athletes, allies, and communities is uncompromising.

We strive to inspire a collective well-being by serving the greater good. Fueled by positivity, we promote movement today to unleash a healthier tomorrow.

**MISSION**





## Harnessing the power of diversity and born from a Freakish Passion for Movement

*Circa 2015 - Austin, TX*

4am on a summer morning with 8 weeks to go for my first IRONMAN event, I was reflecting on being referred to as a 'Freak'. For an Indian-American corporate leader with an average build and no prior endurance training, a 140.6 mile race [for fun!] was considered absurd and impossible! In that moment – call it 4am delusion, creative genius, or divine intervention - the vision for **Athletifreak** was born.

Despite months of 'business planning', having just moved to a new city with our two lil Athletifreaks (both under 5); Noor and I chose to prioritize raising our family and pursuing our dream went on hold. The routines of life continued and our dream faded out of sight but not out of mind.

6 years and thousands of miles stronger, the fire deep within us continued to blaze. Inspired by the quote, "**Absence is to love as wind is to fire, it extinguishes the small and enflames the great**" - We reignited our flame in Jan 2020 with a relentless 'All In' Mentality.

It's true - To bring life to a DREAM, first one must WAKE UP. And so our VISION - built on uncompromising values of respect, integrity, and commitment to quality – is now a REALITY.

With an obsession for Movement and Passion to inspire others, I continue to embrace the designation of 'Freak' and am the energy behind Athletifreak.

Noor, my wife + best friend, shares the same wicked passion and is the creative force fueling Athletifreak. As is a multi-hyphenate design aficionado, a dynamic thinker and successful entrepreneur, her innate eye for detail and obsession for challenging the status quo has given wings to our dream.

It's been a wicked ride and the journey is just beginning – tell ya what though, it's been incredible! Family driven, Positivity junkies, and Spiritual gangsters, we seize every moment to **Ignite, Unleash, and Inspire**.

**This is not a hobby - it's a Mentality.**

All in,  
Noor + Mo





## IGNITE

Embracing diversity in the arena of competition, We **Ignite** from the same fuel. We respect that excellence is a moving target and are *CommittedAF* to the journey.

## UNLEASH

We dig deep, harness our inner freak, and **Unleash** from our core. We embody an unconditional passion for progression and are *DrivenAF* by the pulse that moves us.

## INSPIRE

We **Inspire** advancement beyond adversity with a contagious vibe of positive energy. Together we are stronger. Our fire burns brightest as a source of guiding light. We are *GivingAF*.



“ We ALL have a fire within. Our calling is to dig deep, harness that energy, and *Unleash* the light into our daily grind.”

- ATHLETIFREAK





Premium apparel and accessories that reflect your *commitment* to the grind. Crafted with a passion for movement and an appreciation for comfort, our gear has you covered before, during and after you **'Get Your Freak On'**.

Wear with Pride. You've earned it!

Quality | Comfort | Pride

THE GEAR







# ICONIC AF PROGRAM



**AF Icons** embody the mentality to —

**Reset Standards** | **Scale Higher** | **Better the Best**

**AF Icons** are leaders with a *freakish* passion for progression. They are boundless thinkers that challenge the status quo to elevate their game and shatter perceived limitations.

Fueled by positivity at their core, **AF Icons** unite and inspire within communities through movement to make lasting impressions.

# OUR PLEDGE TO INSPIRE

We at Athletifreak are committed to being **#GivingAF**

We promote movement today to unleash a healthier tomorrow by hosting **two** annual community **movements** and contributing **2%** of proceeds towards foundations supporting **youth development**.

## I COMMIT DAY 2021 VIRTUAL 5K

330 Athletes | 17 Countries | ONE Commitment



\$16K+ Raised  
Holiday presents for 2,000 Children  
75+ Miles | 40 hour Training Playbook  
50 Plant-based Recipes

GIVING AF







CONTACT US

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