

## MEDIA KIT / SUMMER 19



## ABOUT US



Elbowgrease Athletics is an active lifestyle brand of apparel that infuses premium fabrics with progressive design, craftsmanship and attention to detail.

By combining the functionality of athletic apparel with technical elements and contemporary design aesthetics, we create "street-leisure" collections that function as good as they look.

All EGA styles are created with precision and attention to detail ensuring the superior quality and comfort that today's consumers expect.

New EGA collections and product drops are exhibited at Project, Liberty, Cobb, Agenda and regional shows through our national sales team.

Distribution for EGA extends to over 400 boutiques, department stores, sneaker shops and specialty retailers throughout the USA, Canada and Europe.





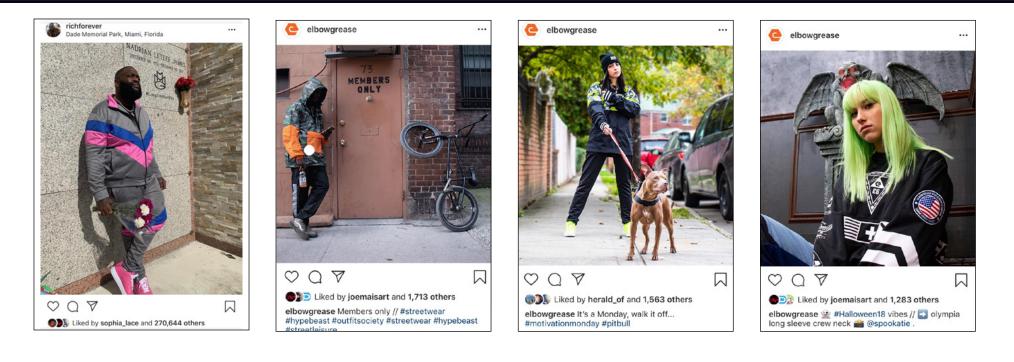






#### **SOCIAL MEDIA**



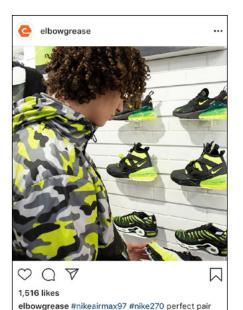




QQA  $\square$ Eiked by darring\_usa and 1,094 others elbowgrease 📸 @amplife494 rockin our solid color block anorak 👹 🚲 #dirtlife 🗱 #outfitsociety



elbowgrease @souljaboy in his valentines day fit



with our electric green camo anorak



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### **SPRING 19 RELEASE**

Announcing the March drop of our new spring 2019 collection of street-leisure apparel.

The collection is a combination of proprietary custom knit novelty poly and cotton rich fabrics mixed with sport, outdoor, and nautical influences.

EGA's Spring 2019 collection includes track jackets, joggers, tear-aways, graphic tee shirts, shorts and wind-wear infused with proprietary custom knit and woven fabrics.

Each style is carefully crafted with a focused approach to function and performance combined with patterns, graphics and bold colors.

"The Spring 2019 collection was designed to make a statement that transcends the juxtaposition between fashion and comfort, street and sport, casual and active.

Not only do all EGA styles look sharp they also perform as they provide enhanced comfort for complete peace of mind,"

-Vince Winters, President of EGA.









#### CONTACT

#### SHOWROOM:

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#### CONTACT:

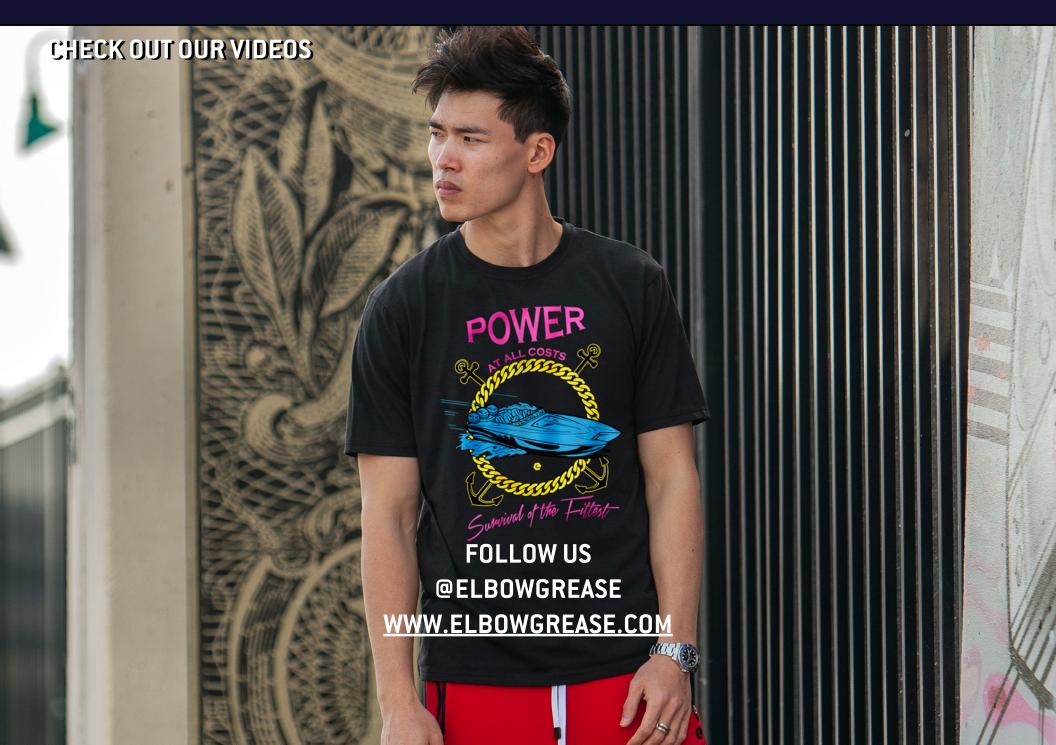
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### VIDEOS



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# **ELBOWGREASE** ATHLETICS

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