

EMPOWERING WOMEN through active wear!

Asskicker Activewear. The name stands out, just like the badass women who rock this brand. Julie Bateman of Barrie, Ontario developed this line of apparel for women with the intent of bringing comfort, function and empowering messages for all body types.

Asskicker Activewear evolved organically when Julie was frustrated by the fact that finding gym clothes for her body type was difficult. She's tall at 5'11" and has a thicker frame than most apparel brands accommodated.

She wanted clothing that not only fit her body properly but was comfortable, functional and inspired her to go to the gym. Using skills from her graphic design background to design a few tank tops for herself, the mockups she posted on Facebook were shared and the orders started to roll in.

Julie had been an active participant in the roller derby community in South Simcoe. Her derby name was Annie Asskicker, so the name Asskicker Ink.

was a natural fit and later evolved to what it is today. Julie quickly built a website, then the line was officially launched and has been growing rapidly ever since!

STRONG WOMEN LIFT EACH OTHER UP

Strong women lift each other up is one of the most popular sayings featured on their shirts as well as one of the company's core values. Asskicker clothing is socially and eco-friendly, sourced from local suppliers and female entrepreneurs whenever possible. The founder also believes in collaboration over competition—when women work together, they can all achieve their goals.

Models in all promotional photo shoots have been



'real women' instead of trained models to show how the clothes fit different body types. In fact, all of the models in their first photo shoot were local women who were also small business owners.

DETAILS MATTER

Being the 'target demographic' as well as the founder, Julie continues to test each style during different types of sports or activities for fit, feel and performance. She is focused on functional aspects like opaque fabrics that aren't see through when squatting and pockets in their performance leggings that are large enough to hold your smart phone or keys when you're running, and a comfortable high waist band that stays in place when you move.

Julie's passion for an active and healthy lifestyle comes through in every piece she has designed. Whether you are purchasing her Flowy Racerback Tank Tops or her Pocket Compression Leggings, you will feel the difference in quality and performance. But most importantly you will be wearing a local brand that was created by a passionate woman who is eager to spread her message to all women; Work hard. Play hard. Kick ass.

Learn more or order online at asskickeractivewear.com



Models:
Hippie Check
Doc Helliday
Annie Asskicker
Armbreaker

of the South Simcoe Rebel Rollers

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