

FIBRE ATHLETICS



Company Contact

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What We Do

Fibre Athletics designs for the creatively active. Guided by our honest instincts, we produce apparel transitioning you through life's range of possibilities. Influenced by art, driven by hardworking people, and obsessed with wild beauty, we seek the raw, the real, and the most out of everything we do. We have standards we practice by to develop clothing that fits, functions, and performs while considering the factors facilitating your livelihood.

Building Blocks

Building on the notion that success is achieved when thoughtful strategy produces simple solutions, we believe it is our responsibility to provide you versatile clothing that comforts your lifestyle, shelters your body, and helps define what you stand for. Through design, we consider multiple factors connecting all of us. We choose materials yielding less harmful impact on the environment, we move forward through conscious innovation, we work with companies whose values align with ours, and we collaborate with inspiring individuals motivating harmonious evolution.

Our Mission

To cultivate positive human development through good design.

Our Future

As we grow, we will highly engage our customers and our team in adventure, various creative outlets, athletic events, community development, and environmentally focused projects. We will do this through collaborative work with fellow artists, positive entrepreneurs, companies, and nonprofits, motivating athletes, and inspiring risk-takers.

Why We Stand Out

- **Smart Design** - We incorporate knowledgeable design to create stylish, performance apparel
- **Minimal Aesthetics** - We provide versatile garments through refined product development
- **Creative Integrity** - We work in ways to best suit our community and support with those doing the same
- **Quality Production** - We make things to provide comfort and to last, never skimping out on quality
- **Innovative, Sustainable Development** - We constantly research and analyze our product development to better our designs and decrease our waste in every stage of the garments' life cycles.
- **Eco-Conscious Fabrication** - We use high-end, organic and recycled fabrics
- **Transparent, Ethical Manufacturing** - We share our integral methods of production to connect the wearer to the manufacturing process and support the growth of positive human development
- **Local Production** - We cut and sew all of our products in the USA
- **Customer Engagement** - We provide as a relatable, insightful voice to our customers through our social media, our blog, our influencers, and our high level of customer interaction and support
- **Real, Social Impact** - We donate 1% of profit to nonprofits and involve our supporters in social outreach

Social Impact

Fibre Athletics donates 1% of our profits to the following organizations:

- **Eden's Reforestation Project** : Eden starts by hiring local villagers to plant trees. This gives them a decent income so they can provide for their families again. As the reforestation effort goes on, healthy forests begin to emerge and all the negative effects of deforestation begin to disappear.
- **The Cara Program** : Cara is more than a well-regarded workforce development program and its social enterprise, Cleanslate, is more than a fast and friendly service keeping communities clean. Together, these programs are a catalyst for true change and lasting success in participants' lives. They help reclaim neighborhoods block by block and teach valuable job skills in the process. Cara provides the skills and confidence their participants need to secure and sustain quality jobs, further their education, and find stable housing, empowering individuals to lead lives of personal and professional excellence, energizing our community as a whole.

PRACTICE STANDARDS

Quality

Quality involves how something is made. Often times, in the apparel industry, key variables are left out that should determine if the product is of actual quality. Questions regarding steps of production go unanswered and we believe people deserve the full story behind the product prior to purchasing. One should be able to ask: does the item benefit my lifestyle? Can I do multiple things in it? Can I wear it many times? Does it fit me properly? Were the materials sourced consciously? Was the piece made by adult workers earning livable wages in safe facilities? Was environmental impact considered when developing the design? Was it constructed with quality craft and finished in high-end detail? We make our products to last, to be highly versatile, and to function at a superior level. We show customers how and why we develop products our unique way so they can knowledgeably decide which goods best suit their lifestyle.

Transparency

We use resources, tools, and growing knowledge to the best of our best ability when sourcing and manufacturing apparel. We consider environmental and community impact, the quality of the materials, the versatility of the product, and the comfort provided to the wearer. We work with mills and factories abiding by fair practices and a range of certification standards dependent upon the specific material used to develop the product.

Fair Trade

Fair trade is an alternative business model focusing on the triple bottom line: People, The Planet, and Profits. More than one billion of the world's population survive on less than \$1 per day. Fair Trade aims to combat this widespread poverty by providing opportunity for economically disadvantaged producers, cultivating transparent trade partnerships, ensuring safe working conditions and the rights of women and children, and focusing on environmental sustainability through all stages of production. Fibre Athletics is a Chicago Fair Trade business member. Our materials and trims are responsibly sourced and our products are cut and sewn in the U.S.

Sustainability

With the environment in mind, we look for materials that perform while progressing the apparel industry towards cleaner production. We use organic and recycled materials in Fibre Athletics products. We decrease our carbon footprint by producing less waste, minimizing toxic pollutants, and using less energy. See detailed information about our fabrics online within each product page's "How It's Made" Section.