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COMPANY INFO

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FIBRE ATHLETICS

BACKGROUNDER

Defy gravity — sweat, run, get dirty, eat, drink, travel, and have fun in your clothes.

Fibre Athletics designs performance-wear with integrity. **No Guilt.** They set the bar in ethical manufacturing so you can rest assured your clothes are made ethically. **No Toxins.** They apply low-impact dyeing processes to their fabrics using non-toxic chemicals requiring less water to create rich colors that won't fade. **No Waste.** They source recycled and organic fibres to minimize their environmental impact and support healthy farming. **No Sweat.** They apply body safe, biodegradable technology in fabrics that wicks away sweat and dries quickly. **No Junk.** They use the best practices in athletic apparel manufacturing to make long-lasting clothing. **No Overkill.** They design city-ready, performance apparel avoiding harsh colors and loud logos. **No Hiding.** They openly share their resources and development process to you so you can easily resource information directly from them

Fibre Athletics is a startup company currently selling products through their site (shipping internationally) while participating in nation-wide, pop-up marketplaces (upcoming pop-ups can be found on the events page of their site) and collaborative projects.

Influenced by art, driven by people, and obsessed with wild beauty, Fibre Athletics seeks the raw, the real, and the most out of everything they do. They design functional, bold performance-wear for those who want to own less and wear it more. Whether you're on the run, on the road, or on the plane, Fibre Athletics has your back. They hold themselves to the highest standards to provide durable, definitive clothing. They design with a minimalist edge so you're prepared for the elements, yet city-ready. They manufacture ethically while using high-end athletic apparel production practices. They source their materials wisely and produce their apparel transparently so you can wear clothing that reps the way you live, with integrity. Using their platform to produce responsibly, engage in tangible experiences, they aim to [develop lifelong relationships](#) with everyone involved [from product ideation to wearer](#), bridging the fundamental gaps between labor+label+life. Taking their [social impact](#) a step further, they donate one percent of company profits to [The Cara Program](#) and [The Eden Projects](#).

Fibre Athletics was founded in 2015 by interdisciplinary experienced, Sadie Monroe, and non-profit leader, Steve Sullivan. Tying together their unique backgrounds, Monroe and Sullivan banded together in Chicago, Illinois to launch an IndieGoGo crowdfunding campaign in November of the same year. The startup raised over \$24,000 with 115 backers ordering 216 items shipping internationally to jumpstart their first round of production. In March of 2016, Fibre Athletics began selling a selection of their designs through their website and immediately gained recognition for their work by publications including: [Crain's Chicago Business](#), [WBEZ's Worldview](#), [TimeOut Chicago](#), [The Good Trade](#), [Maker's Row](#), [Chicago Athlete Magazine](#), [Teen Vogue](#), and [Huffington Post](#). Currently, The Fibre Athletics team is preparing for an online product release launching Fall 2016, collaborating in industry-educational projects, and increasing their brand awareness through participation in impact-based, pop-up marketplaces and core-market related events.

Sadie Monroe // CEO & Co-Founder : Creative entrepreneur educated in fashion design and business, holding over six years of ground-floor experience in retail management+buying, apparel showroom+trade show merchandising, visual art building+direction, tv wardrobe styling, and custom clothing development.

Steve Sullivan // Co-Founder : Steve Sullivan retains over twenty years of service management and non-profit, leadership experience helping launch and rejuvenate two multi-million dollar non-profits in Chicago, IL, including The Cara Program and Public Allies.

Fibre Athletics is currently located and distributing out of Chicago, Illinois. Individuals can purchase goods on their site, www.fibreathletics.com. Other interested parties should contact the managing director, Sadie Monroe (sadie@fibreathletics.com), with buying or press inquiries. Fibre Athletics participates in pop-ups, events, and experience-based marketing + selling opportunities on a national level. Information detailing future events are listed on their “events” site page. Those who would like Fibre Athletics to be involved in future happenings, projects, collaborations, or marketplaces, please submit relevant requests with detailed information to the above mentioned email address.

Fibre Athletics LLC is based in Chicago, Illinois, founded by Sadie Monroe and Steve Sullivan. The brand designs performance-wear with integrity. Their goods are currently available for purchase online at www.fibreathletics.com. Contact Managing Director, Sadie Monroe (sadie@fibreathletics.com) with inquiries.