

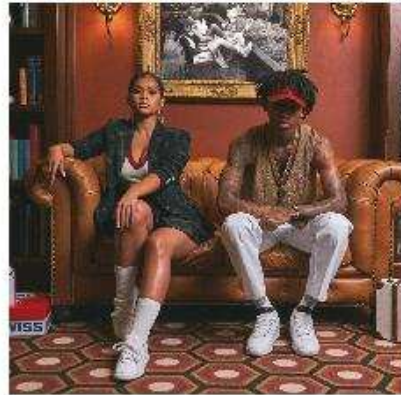
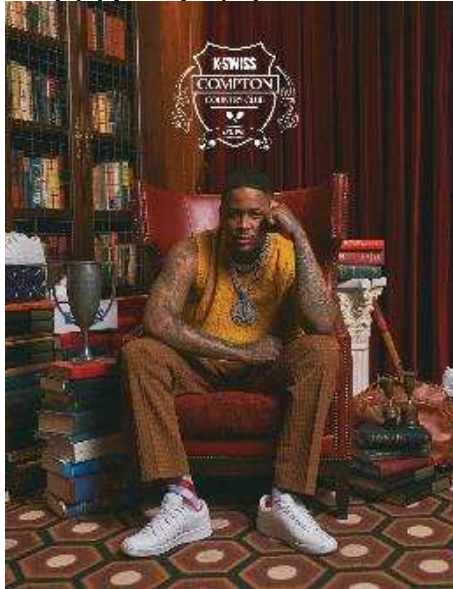


**K-SWISS**

# COLLABS IN 2021



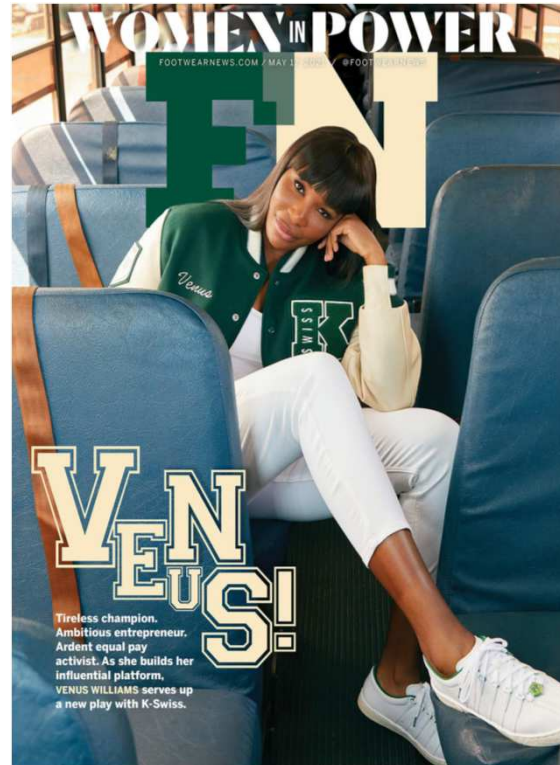
x YG x FOOTLOCKER US  
(02 21)



Partnering with YG and Foot Locker, K-Swiss celebrates the most generous and entrepreneurial entrepreneurs of the year. The K-Swiss Compton.



x eleVen by VENUS  
WILLIAMS



CLASSIC LX



BRICKS & WOOD X K-SWISS  
STYLE: CLASSIC LV  
LAUNCHING: 2022.05





POP UP EVENT in Downtown LA@ THE FLOWER DISTRICT





# PR

**WWD**  
 K-Swiss and Bricks & Wood to Launch First Collab Sneaker



By [Author Name]

It's a new era for sneakerhead. One of the most iconic brands in the world is teaming up with a new, up-and-coming brand to launch its first collaboration sneaker. The result is a pair of white sneakers with blue accents, a design that is both classic and modern. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].



Bricks & Wood is a new sneaker brand that is making a name for itself in the sneaker world. The brand is known for its high-quality materials and comfortable fit. The brand's first collaboration sneaker with K-Swiss is a pair of white sneakers with blue accents. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].

**HYPEBEAST**  
 Bricks & Wood x K-Swiss Celebrates the Creativity of Black Designers



By [Author Name]

Bricks & Wood is a new sneaker brand that is making a name for itself in the sneaker world. The brand is known for its high-quality materials and comfortable fit. The brand's first collaboration sneaker with K-Swiss is a pair of white sneakers with blue accents. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].


**DEAR PATROL**  
 15 Style Releases and New Watches We're Obsessed With This Week



By [Author Name]

Bricks & Wood is a new sneaker brand that is making a name for itself in the sneaker world. The brand is known for its high-quality materials and comfortable fit. The brand's first collaboration sneaker with K-Swiss is a pair of white sneakers with blue accents. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].

**MODERN RETRIEVE**  
 Bricks & Wood Unveils Collaboration with K-Swiss



By [Author Name]

Bricks & Wood is a new sneaker brand that is making a name for itself in the sneaker world. The brand is known for its high-quality materials and comfortable fit. The brand's first collaboration sneaker with K-Swiss is a pair of white sneakers with blue accents. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].

**FN7**  
 The Collabs: Boss Releases Genderless Collection with Phipps, Kappa Teams Up With Gumball 3000 Rally Race + More



By [Author Name]

Bricks & Wood is a new sneaker brand that is making a name for itself in the sneaker world. The brand is known for its high-quality materials and comfortable fit. The brand's first collaboration sneaker with K-Swiss is a pair of white sneakers with blue accents. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].

**COMPLEX**  
 A Complete Guide to This Weekend's Sneaker Releases

By [Author Name]

**Bricks & Wood x K-Swiss Classic LV**



By [Author Name]

Bricks & Wood is a new sneaker brand that is making a name for itself in the sneaker world. The brand is known for its high-quality materials and comfortable fit. The brand's first collaboration sneaker with K-Swiss is a pair of white sneakers with blue accents. The sneakers are made of high-quality materials and feature a comfortable fit. They are available in a variety of sizes and colors. The sneakers are priced at \$120. They are available at [Retailer Name].

Rowing  
Blazers



LAUNCH RECAP  
JUNE 2022



# ROWING BLAZERS IS THE AMERICAN PREPPY OF TODAY.

Rowing Blazers is an American clothing brand and design lab for the classics founded by Jack Carlson. Dedicated to authenticity, quality, and craftsmanship; and simultaneously to irreverence, inclusivity, sustainability, empowerment, and fun. There's a sense of humor, often a hint of irony, in everything; and it's as central to the brand as our sense of community, timeless aesthetic, dedication to historical research, and commitment to making pieces that will last a lifetime.

Rowing Blazers weaves together an eclectic mix of influences: sport, nostalgia, travel; "prep"; '80s and '90s cultural tropes; Oxbridge style, and Japan's subversive take on "Ivy;" hip-hop culture and the rise of streetwear; tennis, basketball, rugby, skiing; elite and amateur athletics in all forms; the romance of exploration; and symbols, art, and archaeology - ancient and modern. These influences are the interests of Rowing Blazers' founder, Jack Carlson.



**PRODUCTION ASSORTMENT**  
FOOTWEAR & APPAREL



**Rowing  
Blazers**



**WINDBREAKER**  
\$195.00



**CREWNECK SWEATER**  
\$165.00



**T-SHIRT**  
\$70.00



**CAP**  
\$60.00



**SHORTS**  
\$120.00



**SHORTS**  
\$120.00



**SI-18 PREMIER**  
\$135.00



CAMPAIGN IMAGERY I  
MADONNA INN



Rowing  
Blazers



CAMPAIGN IMAGERY II  
TENNIS PRO MARDY FISH (ATP RANKING #7 IN 2011)



Rowing  
Blazers

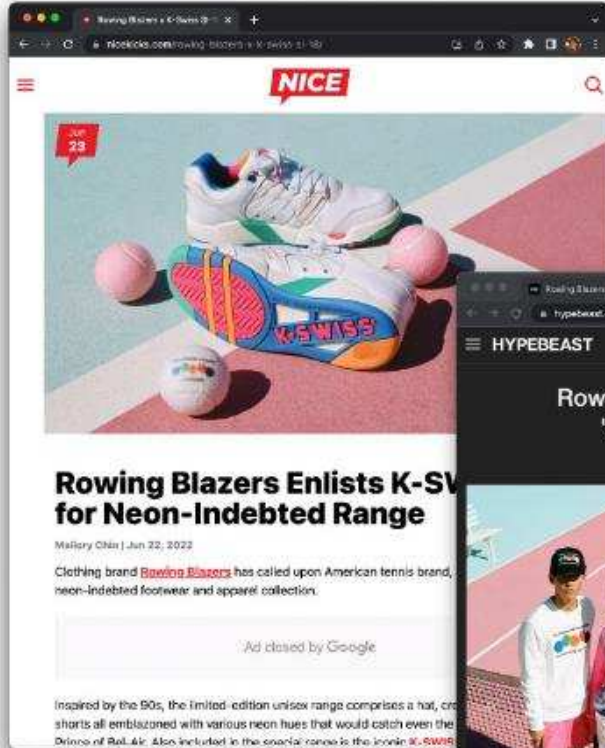


A FORMER LONG TIME K-SWISS SPONSORED ATHLETE.

PRESS EDITORIAL COVERAGE  
TOP ARTICLES



Rowing  
Blazers



# 214M

TOTAL REACH / AUDIENCE

- HYPEBEAST
- THE SUNDAY TIMES
- AIROWS
- PAUSE MAGAZINE
- ELLE
- ESQUIRE
- FOOTWEAR NEWS
- KICKS ON FIRE
- YAHOO
- MODERN NOTORIETY
- MEDIUM
- BALLER STATUS
- NICK KICKS
- ROBB REPORT
- PORHOMME
- SPY

SOCIAL + METRICS  
IG+FACEBOOK+TWITTER



Rowing  
Blazers



3.34M

IMPRESSIONS

20

SOCIAL POSTS

133

STORY RESHARES

103%

MORE ACCOUNTS REACHED

## VIP SEEDING

- Emily Ratajowski, @emrata, Celebrity (29.4M)
- Ziwe, @ziwef, Celebrity (436K)
- Courtney Mawhorr, @courtneymawhorr, Influencer (131K)
- Davis Bates, @davis.bates, Influencer (130K)
- Ting Ting Zhao, @tingsquaretings, Influencer (18K)
- Jake Krantz, @jakekrantz, Influencer (276K)
- Elena Lorenzi, @ellorenzi, Influencer (15.5K)
- Diln, @diln\_, Influencer (107k)
- Kate Glavan, @kateglavan, Influencer (29k)
- Sophie Wood, @goodwoodx, Influencer (33K)
- Talia Hubble, @tallia, Influencer (54K)
- Clara Perlmutter, @tinyjewishgirl, Influencer (103K)
- Alex Lee Aillon, @alexleeaillon, Influencer (82.9K)
- Paris Brosnan, @paris.brosnan, Influencer (206k)
- Caroline Vazzana, @cvazzana, Influencer (318K)



POP UP + EVENT  
INSTALL @ FRED SEGAL



Rowing  
Blazers



WEEK LONG POP UP - TENNIS COURT FLOOR + PING PONG TABLE + MERCH PRODUCT + INDOOR BILLBOARD

MONTH LONG FRONT TABLE

POP UP + EVENT  
EVENT WITH 488 ATTENDEES



Rowing  
Blazers



BURGERS FROM BURGER SHE WROTE



2 STREET SIDE FACING ANIMATED BILLBOARDS ON SUNSET BLVD



Rowing  
Blazers



THANK YOU