

**BLACKSHEEP** 

# BLACK SHEEP WAS BORN OUT OF DESIRE TO DO THINGS DIFFERENTLY.

To invigorate a tired industry. To make cycling apparel that reflected who we were as people. To celebrate the sport we loved. And unite the community that surrounded it. Black Sheep was established not in a pursuit of being a menace, but in absolute and unrestricted acceptance. Fuck the stereotypes, this was about doing your own thing. United by our individuality. Co-founded in 2014 by garment developer John Polson, Black Sheep quickly grew a reputation for producing innovative and alternative cycling apparel. Garments that married seamless form and function, and were made with every cyclist in mind regardless of ability, gender or club. If you like cycling, we make unique garments for you. Designed in Brisbane. Ridden around the world.



## BRAND MISSION

# FROM HUMBLE BEGINNINGS, WE'VE COME ALONG WAY.

We've swapped a shared office space on the Gold Coast for a Flagship Store in Brisbane, which includes a cafe and creative working environment. Two people became 10. And four garment releases a year became 24. Our community continues to grow. Worldwide.

But what we stand and strive for hasn't altered. Our mission is to inspire our community and be innovative with what they wear. To unite everyone for the sport we love. And have a bloody blast doing it. Because, let's be honest, a sense of freedom and fun is why we started cycling in the first place.



## BRAND VALUES

# FUCK BEING THE FASTEST!

Or the one with the most watts. Our food processor has more of those than we'll ever have. We're in this for the fun of it. For the sense of freedom. And for the friends we'll make along the way. Hell, we've even got kit that will save you watts. That's how good we are at what we do.



## BRAND PURPOSE

# TO MAKE LIFE WORTH LIVING.

Doing more than just cycling apparel has been with us since the start. It's a drive that gives us the arrogance to throw flash parties and just generally do crazy stuff. But it's also a drive that helps bring to light issues that are important to us. They aren't the only issues worthy, and we would love to do more. But the topics of Men's Mental Illness and getting Women into Cycling get us out of bed every morning. Producing cycling apparel is just an added bonus.



# MAN RIDE

INITIATIVE

**The Man Ride is an initiative that aims to end the stigma around mental health. Through three editions of the Man Ride, we have helped the way people think about mental health. Altered opinions. Broke borders and barriers. And shunned stereotypes.**

The inaugural Man Ride was the brainchild of John Polson. It lived long in the head. But took just a matter of weeks and a few dedicated people to pull off. Not that its hasty inception should belittle its significance or the impact it had – both on the 16 riders that completed the 1000km in 4 days either of the Pacific and the community of men and women it touched worldwide. The inaugural has since grown into a significant annual movement. With community organised Man Rides now happening worldwide in real life and online through our partnership with Zwift.



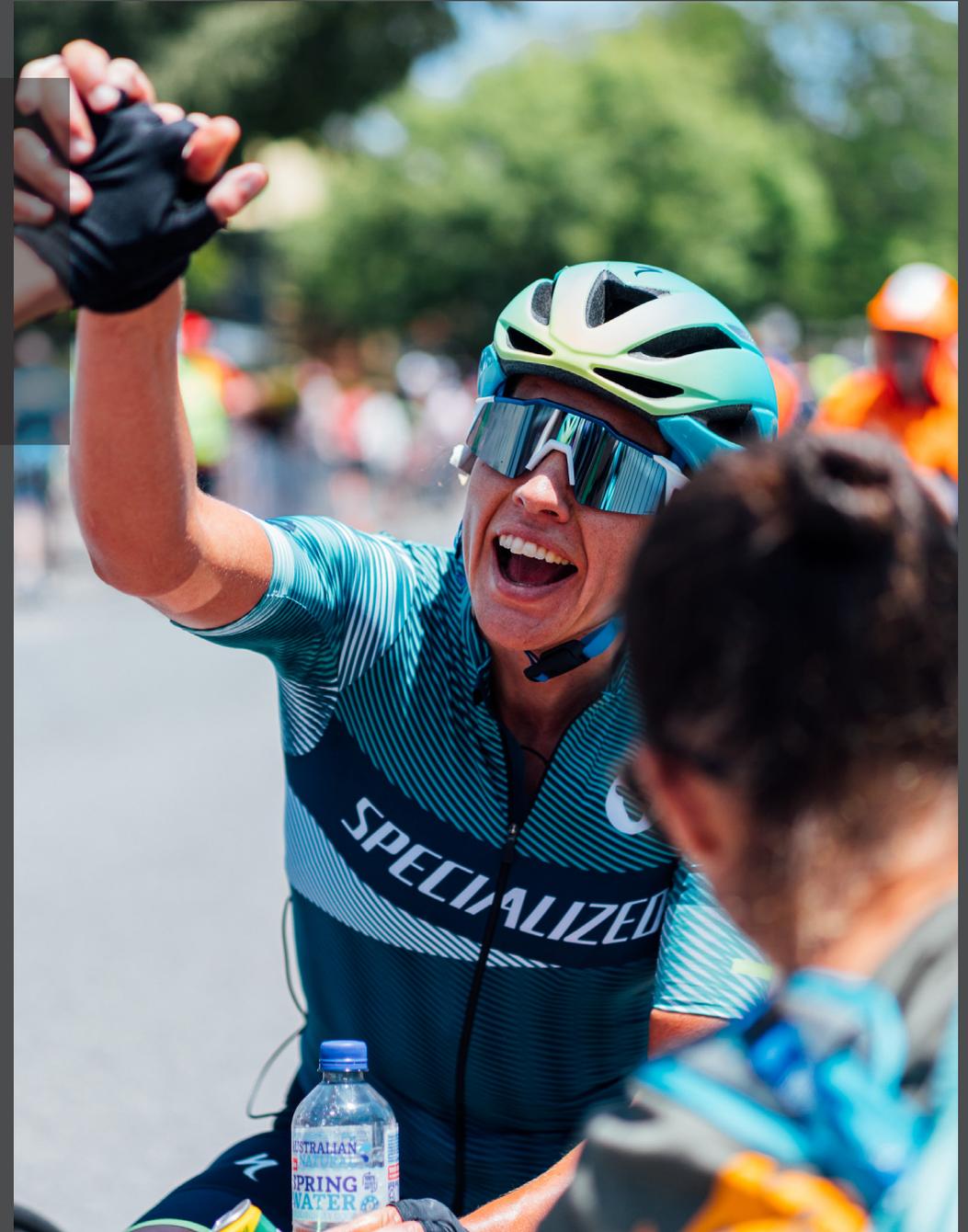
## WMN INITIATIVE

**The WMN Initiative is a Black Sheep program that focuses on providing a pathway through cycling. Focused on two key areas, the WMN Initiative aims to provide elite female cyclists, from our sponsorship of Specialized Women's Racing, with opportunities in the professional peloton, as well as increasing female participation.**

It was January 2017 when we launched our first female race team. Their goal? To create a movement to truly inspire. To be competitive but to nurture others while spreading the love of women's cycling. A philosophy we stand by today – one we continue to evolve and grow.

It's these women – of all ages, shapes and sizes – and their athlete feedback that has helped bring the brand new female-first designed WMN Collection to fruition. Made for Us. Made for Women. Rigorously researched, tested to refinement.

5% of all WMN and SWR branded products go straight to the WMN





**BLACKSHEEP** 

# CREATORS

# MAKERS

# DOERS

# STORYTELLERS

# DESIGNERS

# CYCLISTS



## OUR PEOPLE

We are a team that lives and breathes our craft. So if we're not slaving over innovation, we're probably out riding our bikes. Or running. We sometimes do that too. What can we say? We love the outdoors. We also love telling stories. And have unrivalled textile and raw material experience. Years of manufacturing and pattern making know-how. We are a small and passionate crew, devoted to a continual pursuit of creating and designing the world's most unique cycling apparel.

## DESIGN PHILOSOPHY

# ART CREATES LUST. TYPOGRAPHY SETS THE MOOD. PHOTOGRAPHY SEALS THE DEAL

Not Constrained by any one category,  
But acutely aware that design is a story  
of which the artwork is just one part.  
Areas of typography and photography,  
that bring design to life, need to be as  
painstakingly finessed as the original  
subject. This is not to devalue the  
consistent adherence to our own Style  
Guide, but it's an acknowledgement  
that our style is holistic.



## PRODUCT PHILOSOPHY

# REDEFINING CYCLING APPAREL.

Our goal with the development of all our garments is to redefine the category in which we exist. Our place is not to develop for the elite one per cent. Or to be everything for those that barely swing their legs over their saddle. In redefining cycling apparel, we should acknowledge innovation outside of our sport, we should challenge the use of new materials, expand our knowledge on construction, and look to achieve price points which talk to the inclusiveness of our brand. Any product or range that doesn't meet these standards should be reconsidered.

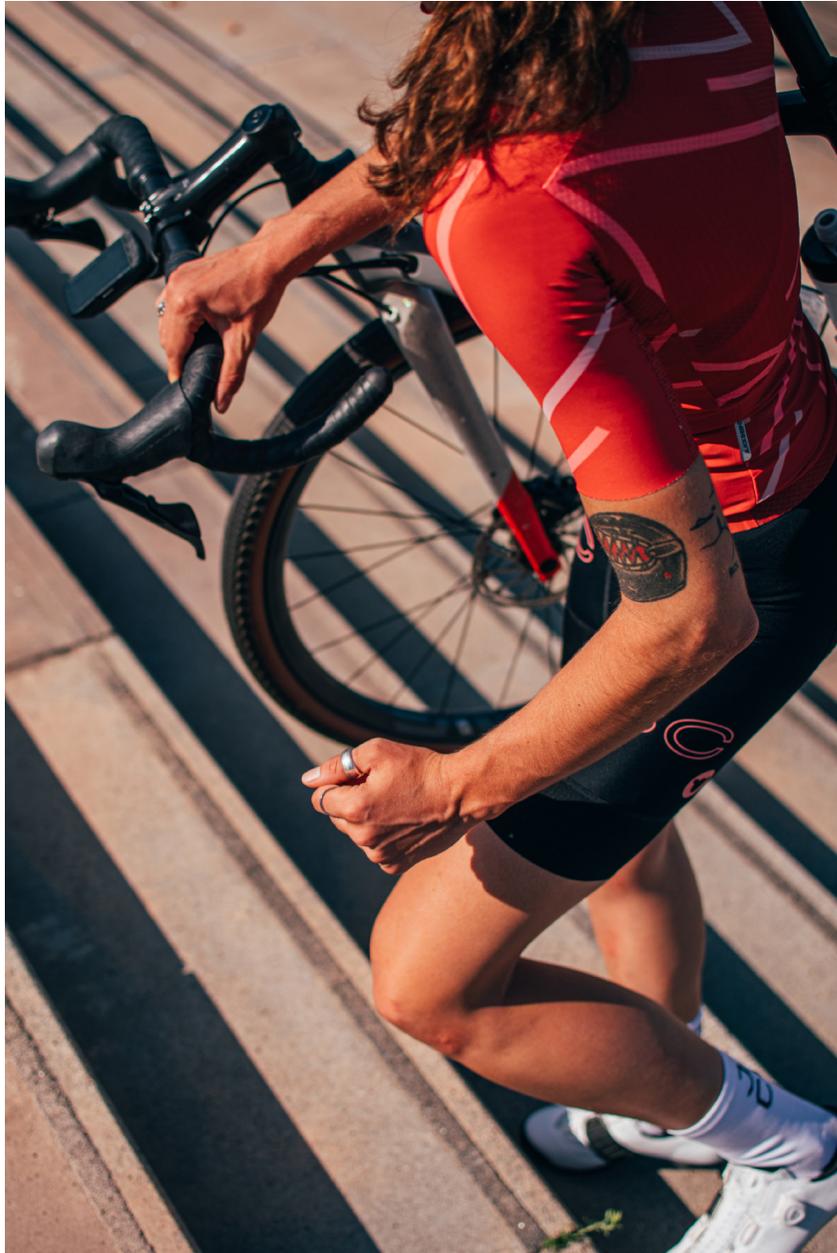




# RACING

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We see RACING as our own internal project. To push our own imagination, and our own understanding. To create what is possible, and solve what we thought was impossible. RACING is the Black Sheep Garment Development Team in full-force. Throughout RACING you will see garments created for very specific goals. Whether it is to be lighter, faster, or more comfortable, we have sort to rethink the way cycling garments are made.



# WMN

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The WMN Collection is female-first design, backed by the testing of our women's teams and female ambassadors. It's that essential elite and recreational athlete-feedback, garnered over a period of two years, which enabled us to develop the WMN Collection. Every WMN garment is made for a specific function and combined with unique fabrics, sourced from around the world, to achieve the best female performance on the bike. Every product, every panel, every stitch. Considered. Crafted. Obsessed.



# LIMITED

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Bold, brave and unapologetic. LIMITED launched the Black Sheep brand to the world. Launched seasonally, LIMITED goes on sale for 48 hours only. And often sells out quicker. Designs are disruptive and divide opinion, inspired by trends, artistic movements or pop culture. The Collections are not around long enough to sit on the fence.



## ESSENTIALS TEAM COLLECTION

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Our signature, tech-rich range. Essential. Never boring. Designed to be worn all day. Every day. Colour palettes and classic yet modern design are the heroes of our Essential Team Collection. Released in Spring-Summer for Northern and Southern Hemispheres, Essentials is one of our most popular ranges renowned for its luxurious light and refined fitting TEAM Jersey and our most popular selling Bibs, Featuring our BSC HD Chamois, they are built for everyday comfort and hours of abuse.



# ELEMENTS

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