



**b a m a e**

*Body Mind Earth*



2021



## *Our Story*

b a m a e - We are a conscious, authentic lifestyle brand that genuinely cares about its community. A brand that strives to positively influence its wearers, promoting mindfulness, positivity, confidence and empowerment. In today's world of social media overload, it is easy to become self-critical. Bamae affirms positive messages and thinking, breaking down irrational false beliefs. For those transitioning into a more mindful life and who appreciate the connection between wellness and conscious consumption. Representing real, modern women that its end customers can truly engage and connect with.



## *Mission*

To represent women from all walks of life and create a supportive community to celebrate women's journeys, focused around our three intrinsic pillars: Body and Mind and Earth. To give our community the tools and support required to help them find fun and happiness in physical and mental health.





## *Vision*

To break down unrealistic stereotypes that believe women look and feel a certain way, and create a movement that will last a lifetime to help women improve both their physical and mental health.



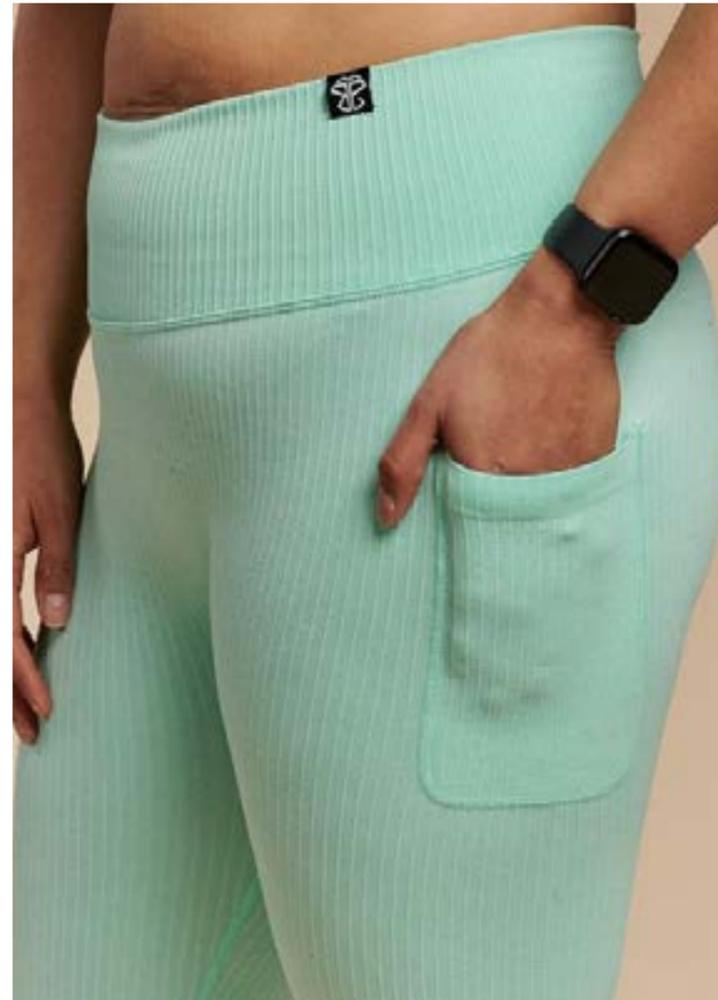
# Courage Collection

Become your own hero, and in the future thank your younger self for making the right decision. Walk the path of your choosing with bravery, even in the face of adversity. Our Courage collection of bras, leggings and tanks, gently remind you that you are strong, and help you to achieve your goals whatever the challenge.

With comfort, functionality and style blended into one, you can tackle anything life throws at you, with the comforting knowledge that bamae activewear has your back.



Courage Tank Top.  
Available in: Charcoal, Navy, Aqua blue, and Black.



Courage Ribbed Seamless Sports Leggings.  
Available in: Charcoal, Black, Mauve and Sage.



Courage Ribbed Seamless Sports Bra.  
Available in: Charcoal, Black, Mauve and Sage.

# Empower Collection

Designed to showcase one simple truth: women are badass. In life. In training. So, our Empower range of bras, leggings and tank tops aim to offer women the tools needed to stay sharp and hit their fitness goals. Preparing you for whatever training throws your way with superior comfort, support and mobility. As well as serious style points so you can rock your workout and unleash your confidence like a true star athlete.



Empower Racerback Tank Top.  
Available in: Black, Grape and Arctic White.



Empower Seamless Sports Leggings.  
Available in: Black, Grey and Azure Blue.



Empower Seamless Sports Bra.  
Available in: Black, Grey and Azure Blue.

# Agile Collection

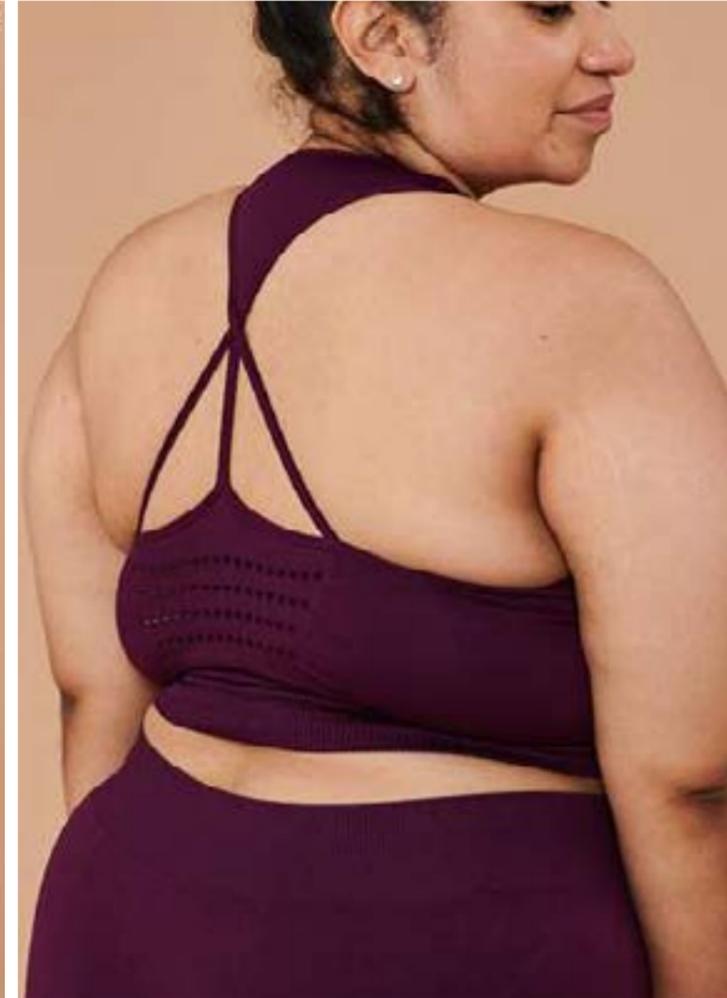
Adopt a more agile mindset and anything is possible. You'll be flexible to change, open to ideas, and start reaping the cool comforts of a happy, healthier life. You'll be ahead of the curve, the competition, and better prepared for whatever life throws your way. That's what our Agile collection is about. Versatile bras, leggings, and tank tops engineered for optimal freedom, performance and fit to ensure nothing holds you back on your journey.



Empower Racerback Tank Top.  
Available in: Black, Grape and Arctic White.



Empower Seamless Sports Leggings.  
Available in: Black, Navy and Plum.



Empower Seamless Sports Bra.  
Available in: Black, Navy and Plum.

# Truth Collection



Truth Seamless Sports Bra.  
Available in: Purple Marl and Grey Marl.



Truth Cropped Seamless Sports Leggings.  
Available in: Purple Marl and Grey Marl.



Truth Spaghetti Strap Tank Top.  
Available in: Black and White.



Truth Seamless Sports Leggings.  
Available in: Purple Marl and Grey Marl.

At bamae, fitness isn't about pumping up or getting sculpted. It's about loving life and training because it's fun. Free from expectations, our Truth collection celebrates diversity, promotes balanced lifestyles, and supports women at each stage of their journey. Featuring body-positive sports bras, leggings and tank tops that are versatile, breathable, and comfy for any activity or workout you may be enjoying.

# Relax Collection



Relax Cropped Hoodie.  
Available in: Black, Heather Grey and Nude.

Relaxed Comfy Joggers.  
Available in: Black, Grape and Arctic White.

Relax Cropped Fleece.  
Available in: Black, Nude and Plum.

Relax Comfy Lounge Shorts.  
Available in: Black, Grey and Navy.

Yawn... aren't lazy days great? We agree! That's why our Relax collection was created. Made for ladies who like the finer things in life: Comfort. Calmness. Convenience. Cosy cotton crop tops and body-hugging hoodies. Snug jogging bottoms with soft inner linings. All filled with luxury, warmth and attention to keep you happily contented. Whether you're workin' or chillin' out, there's something relax-worthy with your name on it.

# Signature Collection

Our Signature collection was made to make you feel amazing, admirable and embrace confidence. A collection that helps your drive in motivation to succeed with your life journey. Featuring seamless pocket leggings, classic t-shirt design crop tops and cosy fleece crop jumpers - available in various colours. A range you'll love!



Signature Fleece Cropped Jumper.  
Available in: Black, Navy, Misty Blue, Burnt Orange, Rose Pink, Charcoal.



Signature Cropped Top.  
Available in: Olive, Grey, Plum, Navy, Sage, Lilac, Light Pink, Nude and Black



Signature Seamless Pocket Leggings.  
Available in: Charcoal and Heather Grey.



## Great to know...

Each of our products comply with at least one of these accredited associations.



Products with this label have been tested for harmful substances and therefore is harmless for human health.



GOTS recognises requirements for environmentally and socially responsible textiles. GOTS provide a credible assurance to the consumer



WRAP promote safe, lawful, humane, and ethical manufacturing around the world through certification and education.



