

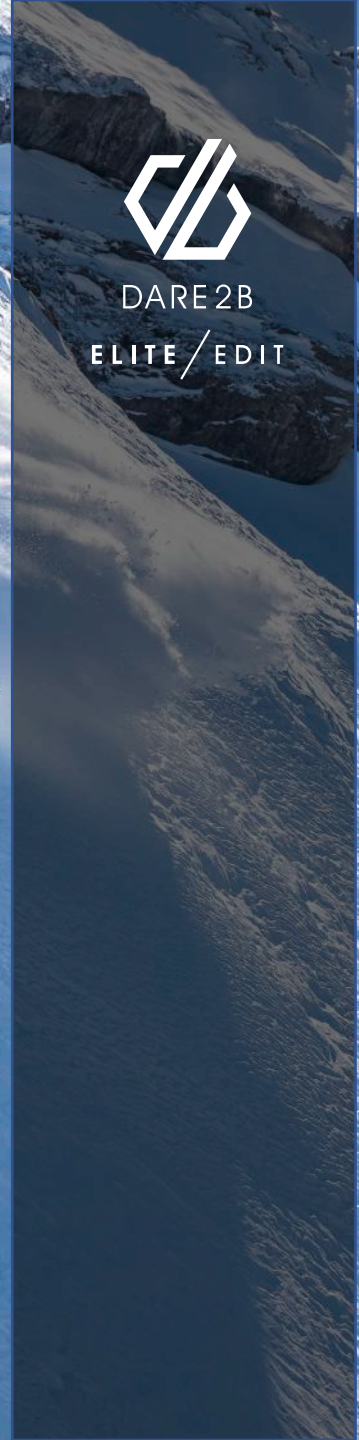
DARE2B

ELITE / EDIT

ELITE EDIT LAUNCH

ELITE EDIT NEW
FOR AW21

- 10 styles across ski and lifestyle
- Sold through our distributor system and DTC on our own sites
- Launching Sept supported with various marketing initiatives across multiple touchpoints



JENSON BUTTON

- *Endorsing the full Dare 2b Elite Edit range*
- *international usage*
- *Imagery assets and celebrity mention in product names/descriptions available for distributors and DTC sites*
- *SEO boost*

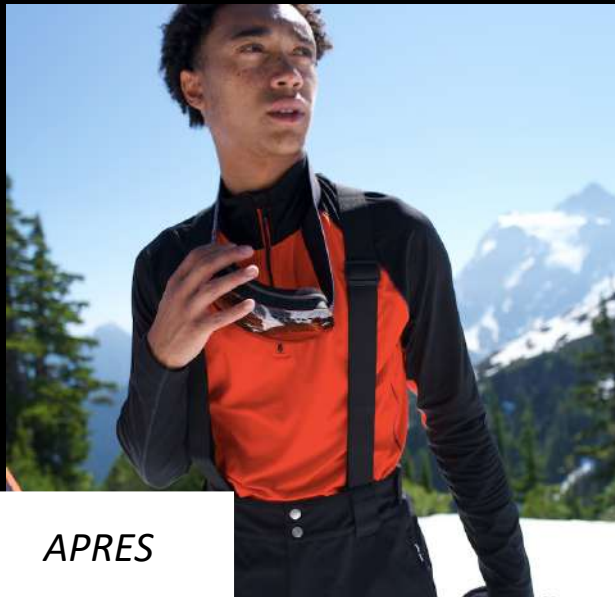


DARE 2B

ELITE / EDIT

LOCATION ASSETS

SNOWSPORTS



APRES



SKI ACTION



DARE2B
ELITE/EDIT

STUDIO ASSETS



WEB VIDEO + WHITE
BACKGROUND



WEB MODEL + WHITE
BACKGROUND



MANNEQUIN ALL
ANGLES



DARE2B
ELITE/EDIT





DARE2B
ELITE/EDIT

DIGITAL

- *None-sell site and all international websites*
- *PDP pages, blogs, exclusive online competitions, buying guides*
- *Homepage banners & emailer templates for distributors/customers*



SOCIAL MEDIA



- *Instagram and LinkedIn pages*
- *Competitions and organic influencer gifting to build following & create content*
- *Suit of assets to be supplied to distributors*
- *Paid adverts*



PRINT ADVERTISING



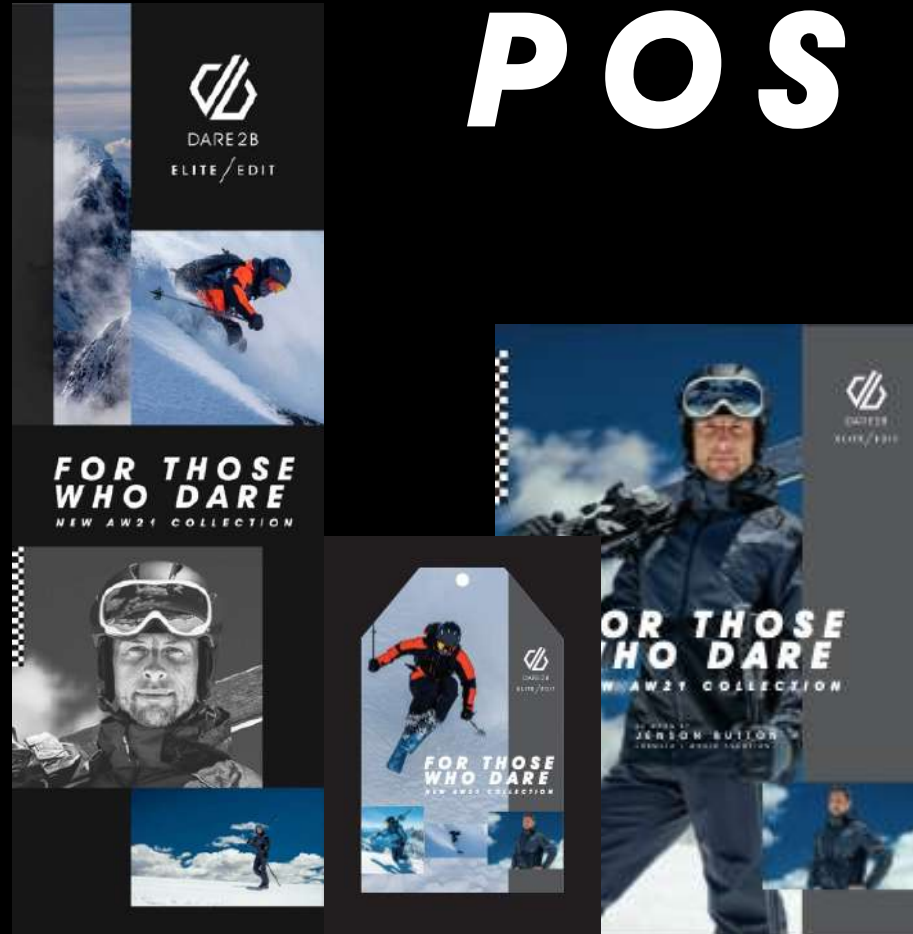
- *Print adverts in specialist magazines and distributor brochures*
- *Strategic timings around Sept launch and ski season*





DARE2B
ELITE/EDIT

POS KIT



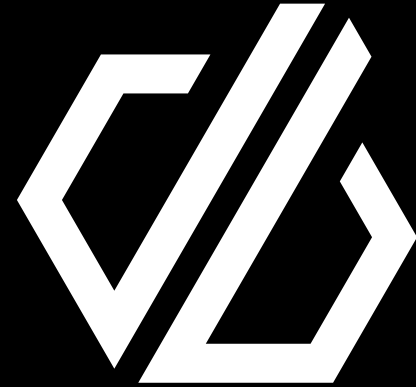
- Lama banners, strut card packs
and hanger tags

- Bespoke POS available on
request

TRADE SHOWS



- *Printwear and promotion 2022*
- *+ XXXXXX*
- *Showcasing the full range and promoting our collaboration with Jenson Button*



DARE2B

ELITE / EDIT

THANK YOU