

FITNESS & ACTIVE BRANDS

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APL
ATHLETIC PROPULSION LABS



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Q What would be your top tips for brands wanting to get in on the action in the active lifestyle apparel boom?

A The key way to enter any market is to approach it with a point of differentiation that connects authentically and organically with the consumer that you are targeting. The industry is so competitive and everyone creates such great product, so to come into the space you must be doing something that others aren't and articulate that very clearly to the customer. I believe that is something we have done incredibly well at APL and one of the reasons why we have had and continue to have such a loyal customer base.

Q News is that APL are getting ready to take on the global market – what are the biggest roadblocks for growing brands going international and how are you tackling these?

A I wouldn't say we have roadblocks, because we are set up for success; I would say challenges. We sell in many global retailers worldwide, so we have a great international presence currently, but we are focusing on opening retail flagships in key global gateway cities across the world and for a few of those we will definitely need local partners to help us. We look at challenges as an opportunity to do something different and we believe that the experience we will be providing people in different cities across the world will be special and exciting; but it takes time. The logistical aspect of moving inventory and planning; along with choosing the retail locations are probably the most difficult challenges, but we have the appropriate partners that can help us through those potential growing pains so we are very excited.

Q Partnerships between fitness, sport, apparel and accessories are popping up almost every day. Given your experience partnering with Lululemon and now British Formula 1, what would you say are the foundations for a successful partnership and the benefits brands can realise from getting the right partner?

A To us, the most important pillars of a partnership are fit and authenticity. Whenever we are approaching a partnership, the main question we ask ourselves is why are we doing this, not how will we do it. The reason for this is because we feel there has to be a reason for the partnership. Consumers are so smart and can see through most things that are solely done for optics or aren't authentic so when we are doing a partnership we only work with groups that bring something else to the table that we don't currently have (and vice versa) and can push both brands further together than we could've gone separately. One example of an incredibly successful partnership we've done recently is our partnership with American Airlines. We recently became the official on-board amenities kit for business and first class for all Trans-Con flights for American Airlines and it has resonated incredibly well with both the American Airlines and APL customer. We make the best travel shoes and American Airlines is the world's largest and leading airline with a customer that wants to be as comfortable as possible when they travel and care about their health and wellness, so together we created a much better experience than either of us could've done independently.