



VARLO

DYNAMIC
ACCESSIBLE
REDESIGNED
TRIATHLON

EVERYONE CAN OBTAIN REMARKABLE ACHIEVEMENTS IN VARLO'S
FW22 ADAPTIVE D.A.R.T. COLLECTION.

Ben Hodes
Carla Pierini

TARGET MARKET:

- Age: Gen X¹
- Income: > \$50K annually²
- VALS Innovator Category³
- 75% Growth in Paralympic participation over last 20 years⁴



PURCHASE DRIVERS:

New Technology:

- Proprietary designed D.A.R.T. technology.
- Only accessible triathlon suit on the market.

Print and Color Palette:

- Key color trends, based off WGSN Awestruck pallet for FW22 and fine-tuned by consumer survey.

Sustainability:

- Recycled Polyester Fabric
- Biodegradable Packaging for D.A.R.T. Collection

Textile:

- Italian Vita Sport Fabric by Carvico

FABRIC FEATURES	TREATMENTS ON REQUEST
 Recycled yarn	 Antibacterial
 Ultrachlorine resistant	 Hydrophilic
 Resistance sun cream and oil	 Water repellent
 Muscle control	
 Shape retention	
 UV protection	
 Excellent coverage	
 Ultra flat	
 Soft	
 Two-way stretch	
 Pilling resistant	
 Perfect fit	
 Extra comfort	

- AATCC tested









TEXTILES:

- 13-3802 TCX
- 19-3628 TCX
- 14-5721 TCX
- 15-0548 TCX
- 18-1664 TCX
- 15-4535 TSX

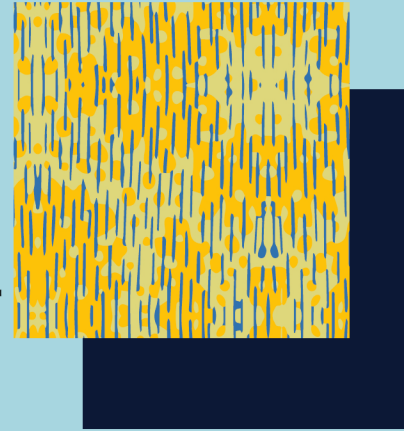


VENOM ENGINEERED PRINT VITA FABRIC

FABRIC FEATURES



-  Recycled yarn
-  Ultrachlorine resistant
-  Resistance sun cream and oil
-  Muscle control
-  Shape retention
-  UV protection

-  Excellent coverage
-  Ultra flat
-  Soft
-  Two-way stretch
-  Pilling resistant
-  Perfect fit
-  Extra comfort



STING ALL-OVER PRINT VITA FABRIC

TREATMENTS ON REQUEST

-  Antibacterial
-  Hydrophilic
-  Water repellent

- 14-5721 TCX
- 12-0633 TCX
- 12-0622 TCX
- 18-0135 TCX
- 15-4535 TCX
- 18-4141 TCX

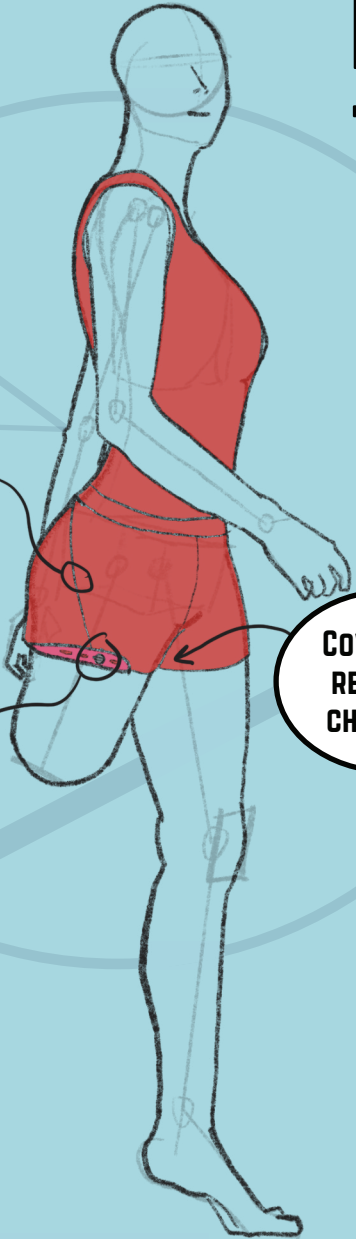


VARLO
D.A.R.T.
COLLECTION
F.W.22

NEW D.A.R.T. TECHNOLOGY

LOW-DRAG
&
SKIN TIGHT

ADJUSTABLE
CLOSURE



COVERAGE
REDUCES
CHAFFING

**“CLOSED” POSITION
FOR SWIM & BIKE**

LOOSE FIT CREATES
CLEARANCE FOR
PROSTHETIC

QUICK RELEASE
CLOSURE



**“OPEN” POSITION
FOR RUN (T2)**



VARLO
D.A.R.T.
COLLECTION
F.W.22

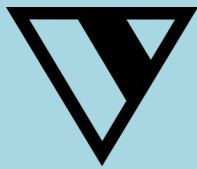
NEW D.A.R.T. TECHNOLOGY



**“CLOSED” POSITION
FOR SWIM & BIKE**



**“OPEN” POSITION
FOR RUN (T2)**



VARLO
D.A.R.T.
COLLECTION
F.W.22

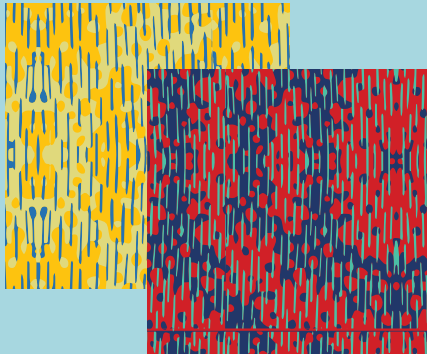
TRI-SUIT

- Breathable stretch recycled performance fabric
- Round neckline
- Standard inseam
- Zipper at the back with hanging string to add accessibility
- D.A.R.T. Technology
- Side pockets
- Lower leg elastic band with silicon injections to prevent sliding of pants
- Sizes: XS - XXL

Neckline Seam
 2 needle cover stitch with elastic between stitched for extra seam support



STING:
 RAY YELLOW -
 AERO BLUE -
 PLAIN YELLOW -
 OCEAN BLUE -



FROG FLECKTARN CAMO

VENOM:
 - RAIN BLUE
 - TOXICA GREEN
 - DANGER RED
 - AIRO BLUE

VENOM:
 OCEAN BLUE -
 TOXICA GREEN -
 DANGER RED -
 AIRO BLUE -



ANATOMICAL ARMOUR

STING:
 - RAY YELLOW
 - AERO BLUE
 - PLAIN YELLOW
 - OCEAN BLUE



VARLO
D.A.R.T.
COLLECTION
F.W.22

MARKETING STRATEGY - INSTAGRAM:



varlo_apparel

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VARLO

Clothing (Brand)

We design and engineer best in class innovative performance apparel for cycling and multi-sport.

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