

A man and a woman are sitting closely together on a couch. The man is wearing a blue t-shirt with the B.U.M. Equipment logo and the text 'EST 1986'. The woman is wearing a grey hoodie with the B.U.M. Equipment logo. In the background, there is a wooden shelf with some potted plants and a stack of books.

B.U.M.
EQUIPMENT®

The Iconic California Lifestyle Brand

B·U·M STORY

The Iconic California Lifestyle Brand, B.U.M. Equipment, traces its history back to 1986 in a garage in Seattle. The brand has connected at all levels from its wholesale roots in the upscale Department Stores and Specialty Stores, to the Mid-tier Specialty Retailers, to its foray into its own retail stores in New York, Los Angeles, Miami, and Chicago, creating today's ageless consumer base and world-wide partners with emphasis on quality and lifestyle.



In 1997, the company was purchased by B.U.M. Equipment LLC and was transformed under a complete licensing program. Over 6 years, B.U.M. set out with enormous growth and success in all areas of apparel, accessories, and footwear. During this period, sales reached 2 Billion dollars and sold over 100 Million garments worldwide. The brand began expanding throughout the USA and Internationally shipping to 350 Macy's stores and better specialty accounts. Expansion also derived from being featured in national magazines like Rolling Stone, Cosmo Girl, Vogue, GQ, and Maxim, as well as celebrities being seen in B.U.M. gear over the years- such as Rihanna, Oscar De La Hoya, Billy Ray Cyrus, Laila Ali, and many more.

B·U·M
EQUIPMENT®

B·U·M STORY

Today, we begin a new path through our own e-commerce platform. In the past 2 years, B.U.M. has signed several significant new licensing deals, bringing passion and a fresh perspective to the iconic lifestyle brand. Most recently, the company introduced a new junior collection sold exclusively at Forever 21 and a young men's capsule at Urban Outfitters.

Since the beginning- quality, comfort, athletics, and logo-driven product has inspired and been the sole focus for the brand. By modernizing the styling for the needs of today's customer and combining that with the legendary heritage feeling, B.U.M. remains committed to its roots.



B·U·M
EQUIPMENT®



Rihanna



Laila Ali



Billy Ray Cyrus



Gladys Knight



Buzz Aldrin



Susan Lucci (All My Children)



Jaleel White- "Urkel" Star

B·U·M Hall of Fame



Oscar De La Hoya



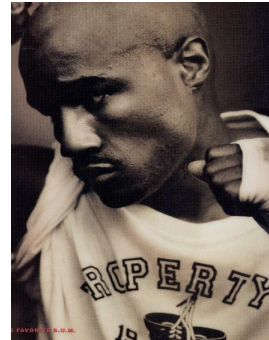
Joey Fatone



Jack Wagner

B·U·M
EQUIPMENT®

WOMEN | MEN | KIDS | CALIFORNIA LIFESTYLE | LEISURE | RETRO & CURRENT | ATHLETIC | FITNESS | QUALITY



B.U.M.
EQUIPMENT®



NORDSTROM  RACK



TJ·maxx®

URBAN OUTFITTERS

ROSS
DRESS FOR LESS

Marshalls

FOREVER 21

BEALLS

COSTCO
WHOLESALE

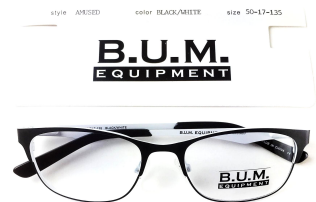
 **urlington**

 **zulily**

dd's
DISCOUNTS®

B·U·M
EQUIPMENT®

B.U.M. Current Products



Socks & Hosiery (Mens, Ladies, Children)

Underwear (Mens, Boys, Girls)

Sleep & Loungewear (Mens, Boys, Girls)

Woven Sportswear (Boys Infant & Toddler)

Footwear (Infant & Toddler)

Fragrance/Skincare/Cosmetics

Ophthalmic Eyewear



B.U.M. EQUIPMENT®

B.U.M. Available Categories

Sportswear & Activewear (Mens, Young Mens, Boys Sizes 4-20, Juniors, Girls Sizes 4-16, Girls Infant & Toddler)

Loungewear, Sleepwear, Intimate Apparel & Robes (Juniors & Missy)

Small Leather Goods & Related Accessories (Mens & Ladies)

Footwear (Mens, Ladies, Children)

Outerwear

Fashion & Denim

Sunglasses

Towels- Beach & Home

Sporting Goods & Gym Equipment

Bags- Backpacks, Travel, Sport Bags, Luggage

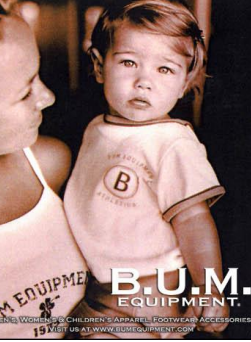
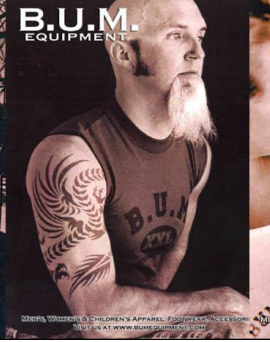
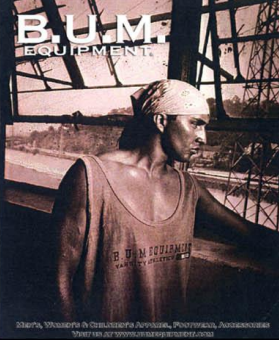
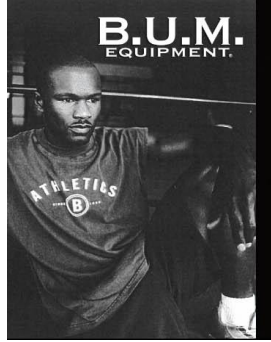
Hats- Headwear & Cold Weather Accessories

Bedding- Sheets, Pillow Cases, Comforter, Throws



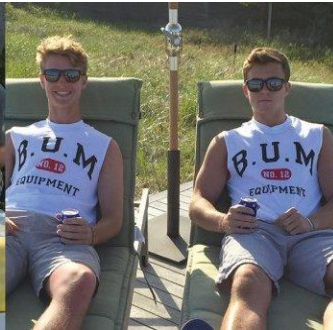
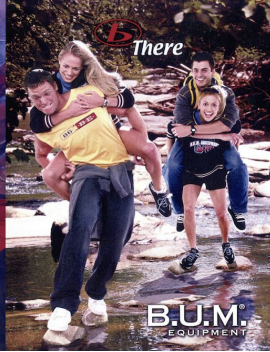
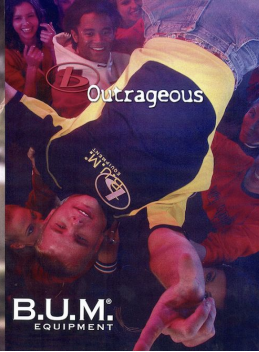
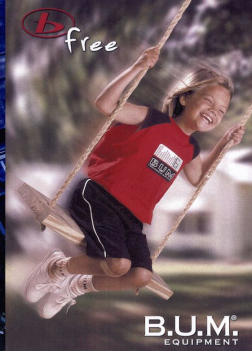
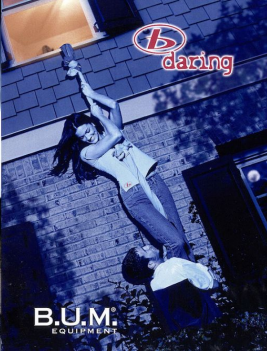
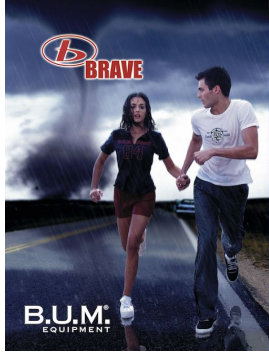
B.U.M. EQUIPMENT®

B.U.M. Advertisements



B.U.M. EQUIPMENT®

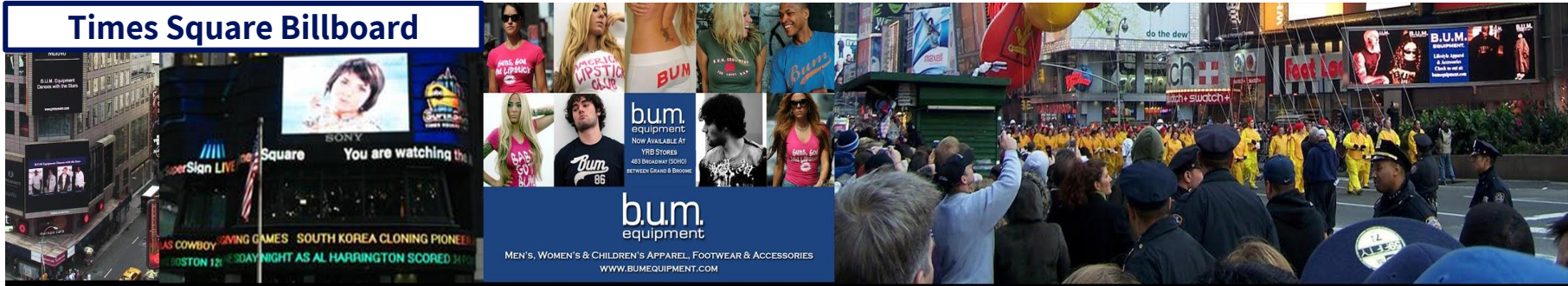
B.U.M. Advertisements



B.U.M.
EQUIPMENT®

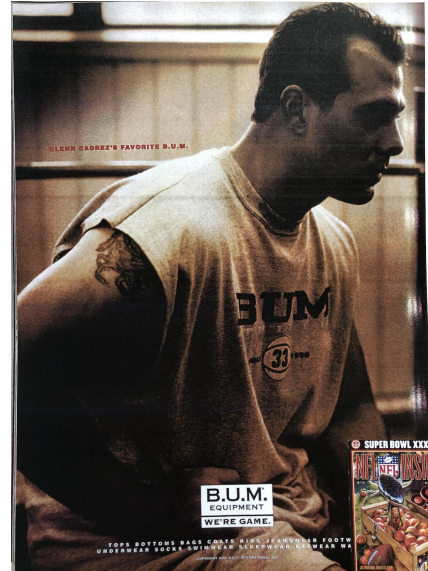
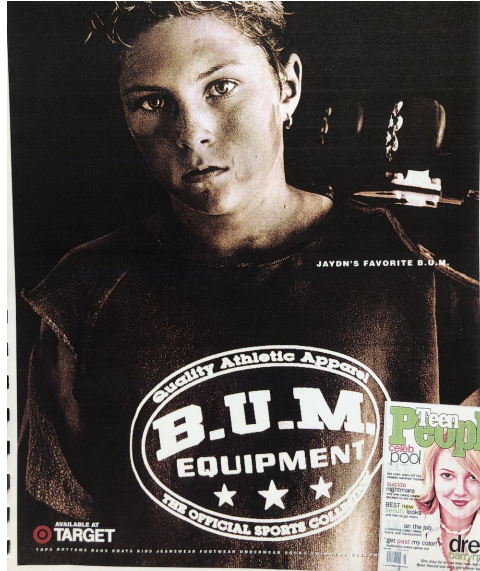
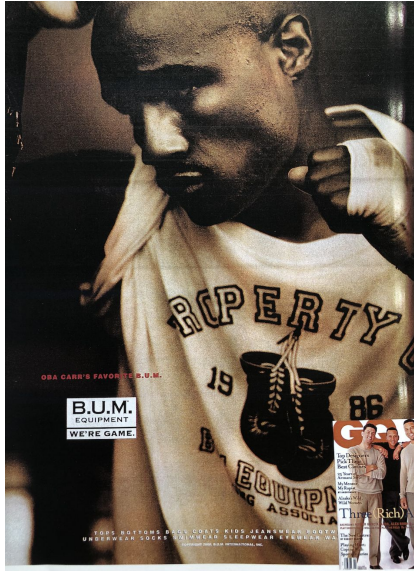
B.U.M Ad Placement

Times Square Billboard



B.U.M
EQUIPMENT®

B.U.M. Ad Placement



GQ

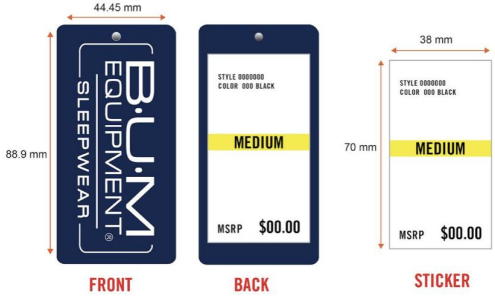
TEEN PEOPLE

NFL INSIDER

COSMO GIRL

B.U.M.
EQUIPMENT®

B·U·M Branding



For Licensing Opportunities...

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THE B[®]AND LIAISON