



Bench.

Bench

Bench

ESTABLISHED
IN 1989



01

THE BRAND STORY

THE PAST

Founded in 1989 from Manchester - UK's edgy BMX and skate scene, Bench channeled the city's raw energy into bold designs. The brand resonated with a global audience, becoming a streetwear phenomenon thanks to its accessible prices and association with aspirational celebrities.

From humble beginnings to achieving global status, Bench has stayed relevant and true by constantly striving to create innovative and fashionable product, inspired by real people and the real lives they lead.

We produce key pieces that stand out against the grey concrete backgrounds and represent the progressive, creative underbelly of the urban jungle.





02

THE BRAND STORY

THE PRESENT

Bringing Bench back to its home city and streetwear roots, the personality and culture of the brand has been at the forefront of the relaunch with a view to looking backwards to move positively forward.

Apparel Brands Limited secured the license to relaunch Bench in Europe.

Apparel Brands is a Manchester - UK, based Fashion Company, set up to explore branded clothing opportunities utilising a best in class design and sourcing team to breathe new life into sleeping apparel giants.

Functionality and attention to detail combined with an inner city edge puts the Bench brand firmly back on the fashion map with a bang.

03

THE BRAND STORY

THE FUTURE

A roadmap for engagement with the new Bench audience has been outlined across social media, collaborations and localised marketing to ensure the authenticity of the brand remains true to personality but ensures clear relevance to a new and modern audience.

Contemporary collections have been developed to elevate the brand and support the core and essential products running through our main ranges. The intention is for Bench to be the household name it was always meant to be.



ORIGINALITY

REAL PEOPLE

EVERYDAY

Bench embodies a go-to lifestyle, making everyday wear a breeze for real people.



“WE BELIEVE THAT EACH OF US IS EMPOWERED TO INFLUENCE GREAT SOCIAL CHANGE, EVEN IF IT IS JUST ONCE.”

Bench - it's a globally viable lifestyle and athleisure brand steeped in heritage and authenticity, but most importantly is democratic, allowing 'real' young people and influencers to engage.

Bench has an opportunity to communicate this to consumers both loyal and new, increasing visibility and driving desirability. This is Bench's moment.



OUR VISION

We see Bench climbing back to the top through key partners and global licensing opportunities, to reinforce it's status as the go-to lifestyle brand.

There's opportunity to create long term partnerships with category specialists who can offer expertise in the listed areas.

01

FULFIL AND ATTAIN

brand extension opportunities
in their associated territories.

02

IDENTIFY AND EXECUTE

innovative and creative
supporting marketing activities
to enhance brand awareness
globally to drive sales.

03

DELIVER EXPERTISE

in design, and develop
products that embody the
Bench DNA.

04

PROVIDE A ROUTE

to market through key
distribution channels.

BRAND VISION

BENCH

MANCHESTER SPIRIT, GLOBAL STYLE

c.3,000 points of distribution, generating c.\$200M USD

We engage with various segments of the retail industry, including eComm, department stores, sports retailers, independent stores, mail order services, as well as prominent online retailers throughout the UK, Europe and Globally.



LIFESTYLE BRAND FOR THE YOUTH OF TODAY

Whilst Bench maintains a strong connection with the diverse subgroups that it's always been part of, our core objective is to authentically engage with a younger demographic, spotlighting Bench as an approachable, value-driven lifestyle brand.





URBAN OUTFITTERS/ COLLABORATION



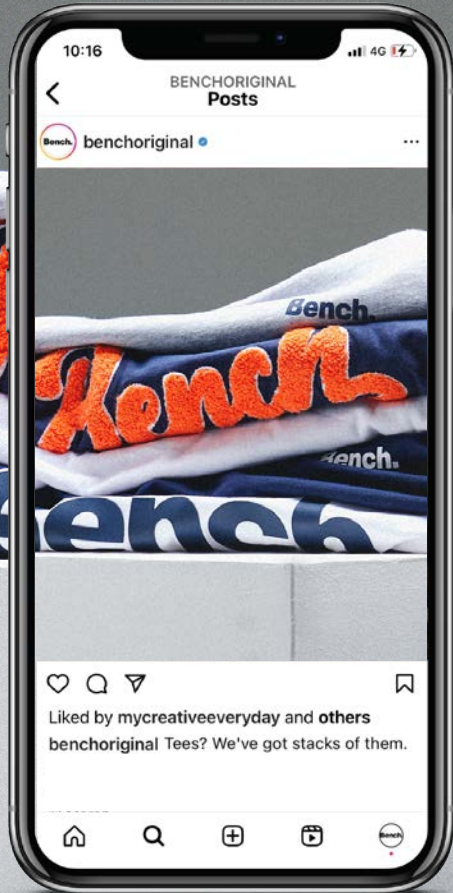
BENCH X URBAN OUTFITTERS

● SS24 COLLECTION

Our UO Collection seamlessly blends noughties nostalgia with trending silhouettes, creating a curated range of heritage styles.

With this collection, we celebrate the revival of the 2000s, bridging the gap between the past and the future, and captivating a new demographic of fashion innovators, which in turn continues to expand the reach of Bench.

The initial launch appeared in 35 stores across the UK and Europe, alongside online and on UO's social channels.



SOCIAL MEDIA FOLLOWING



19,000 Followers



669,300 Likes



8,009 Followers

MEDIA & EVENTS

We strive to push the brand as far as possible in the media, linking up with global icons and worldwide events to reinforce the Bench brand and keep it a mainstay in popular culture.



01

CAMPAIGN
AND LAUNCH
ACTIVATIONS

02

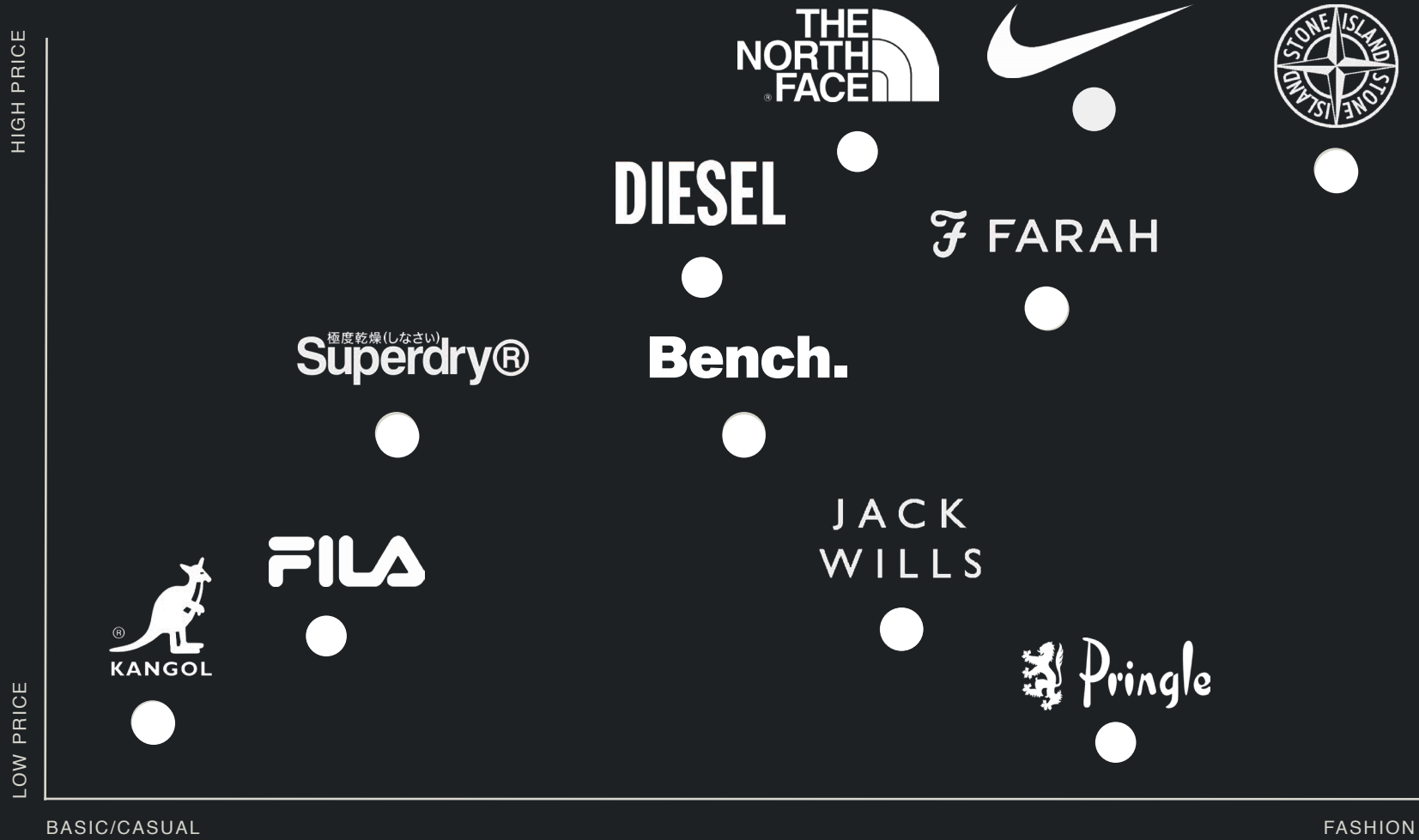
SPONSORSHIP
OF EVENTS

03

CELEBRITY
GIFTING &
COLLABORATIONS

04

CREATING BRAND
AMBASSADORS



BRAND POSITION

BENCH



PRODUCT RANGE

01 FASHION & APPAREL

Including T-shirts, Polo's, Fleece, Jackets, Knitwear, Swimwear & Denim.

02 ACCESSORIES

Including Headwear, Scarves, Gloves, Belts & Wallets.

03 UNDERWEAR

Including Boxers, Socks, Lounge-bottoms & Robes.

04 LUGGAGE

Bags / Satchels, Hold-alls & Suitcases.

05 EYEWEAR

Sunglasses & Glasses.

06 PERFUME

Women's & Men's fragrances.



01 COLLECTION BENCH ORIGINAL

Bench Originals Collection offers a selection of essential pieces, crafted from comfortable materials, that seamlessly mix and match for effortless everyday style.

OUR COLLECTIONS

BENCH ORIGINAL



02 COLLECTION BENCH LIFESTYLE

The Bench Lifestyle collections present a curated array of essential styles – where fashion meets function to bring you a range of wardrobe heroes designed for doing life in.



03

COLLECTION BENCH REVIVAL

Blending styles from the Bench archive and drawing inspiration from the Y2K trend - we've reinvented some true Bench classics from the 2000's ranges.

Cargos, low rise and baby fit zip thrus make up the Revival Collections, creating a capsule of styles that are both on-trend and heritage-driven.

OUR COLLECTIONS

BENCH REVIVAL



LICENSING OPPORTUNITIES

- 01 APPAREL
- 02 WORKWEAR
- 03 UNDERWEAR
- 04 LOUNGE WEAR
- 05 LUGGAGE
- 06 FRAGRANCE
- 07 BABY WEAR
- 08 ACCESSORIES
- 09 HOME & LIVING
- 10 FITNESS
- 11 EYE WEAR
- 12 WATCHES



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