

Be Active!
Be Unstoppable!

**Brand Deck
2025**

CARDIO  BUNNY





One of the worlds
fastest growing
athleisure brands!

2024
€350,000,000

The brand's strong consumer appeal is evident in its impressive sales growth, soaring from €100 million in 2023 to €350 million in 2024. This success, coupled with the sale of millions of products across Europe, solidifies the brand's position as a consumer favorite.



[LOOKBOOK](#)



Our Success

Cardio Bunny activewear boosts confidence and performance, inspiring an active lifestyle for women of all shapes, sizes, and fitness levels.

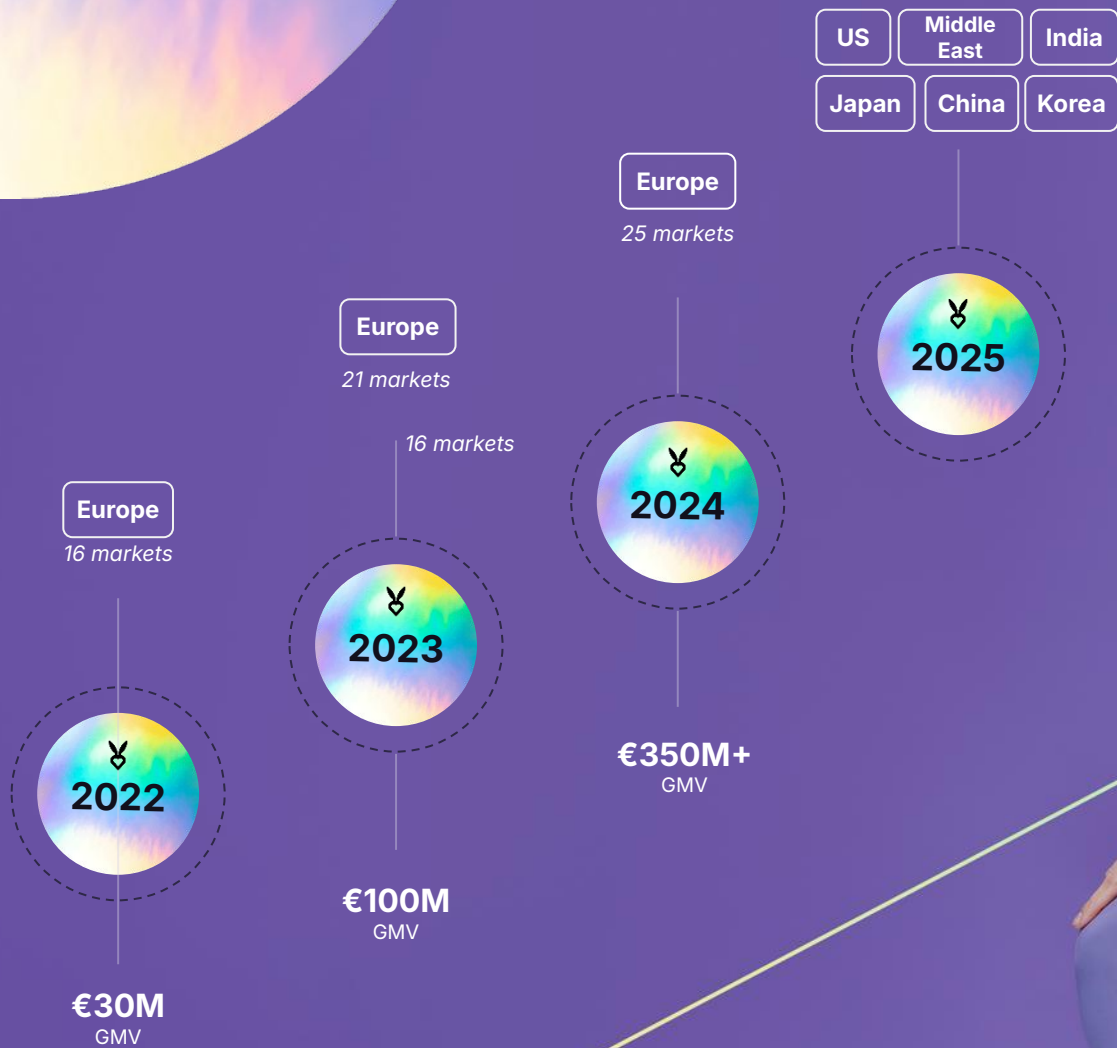
Since 2015, Cardio Bunny has been on a mission to empower women in their fitness journey.

In 2022, we launched our licensing programs bringing Cardio Bunny to retail stores in 15 countries across the globe.

Today, we are in over 30 countries and are continuing to expand globally.



Our Evolution



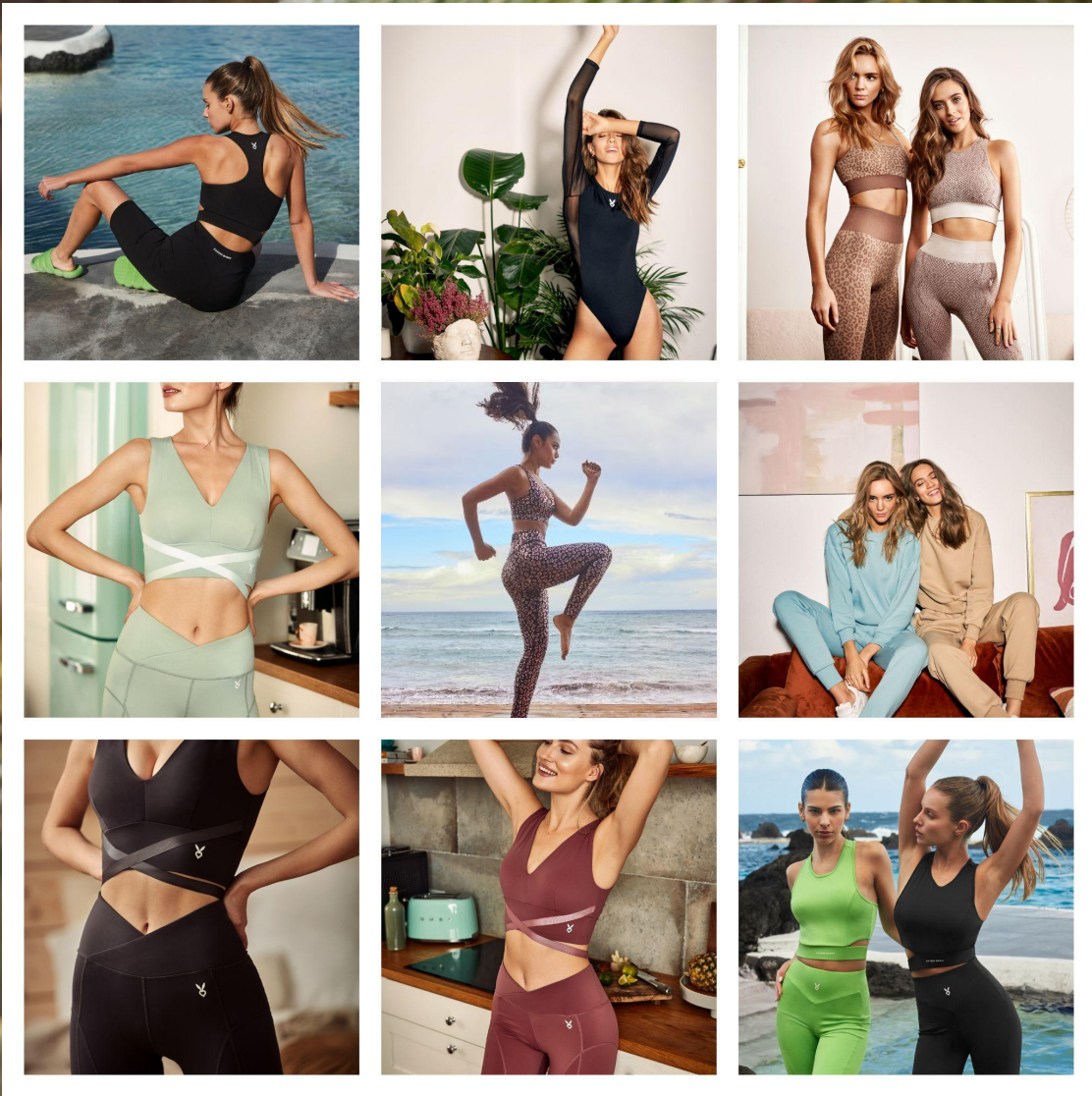


Empowerment, Inclusivity, Purpose-driven

Cardio Bunny is a strategically positioned active lifestyle brand that offers exceptional value, design, and functionality, aligning perfectly with the needs of consumers.

Matching the quality and innovation of leading global brands, Cardio Bunny's price point caters to value-conscious consumers, making it a compelling choice for customers.





www.cardiobunny.com

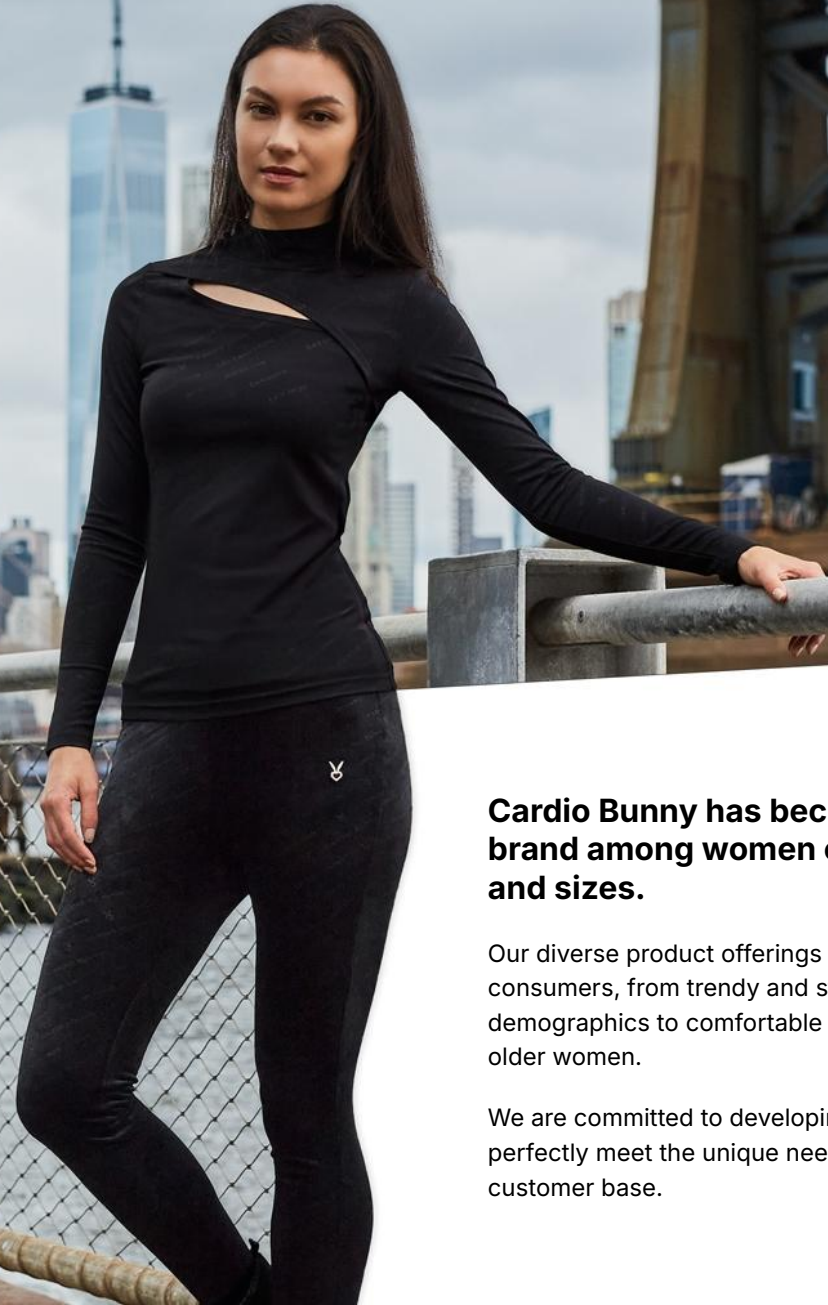


Captivate Consumers

In the dynamic retail landscape, Cardio Bunny play a crucial role in differentiating retailers and attracting value-conscious consumers.



Forging Strong Partnerships, *Fueling Global Expansion*



Cardio Bunny has become a beloved brand among women of all ages, shapes, and sizes.

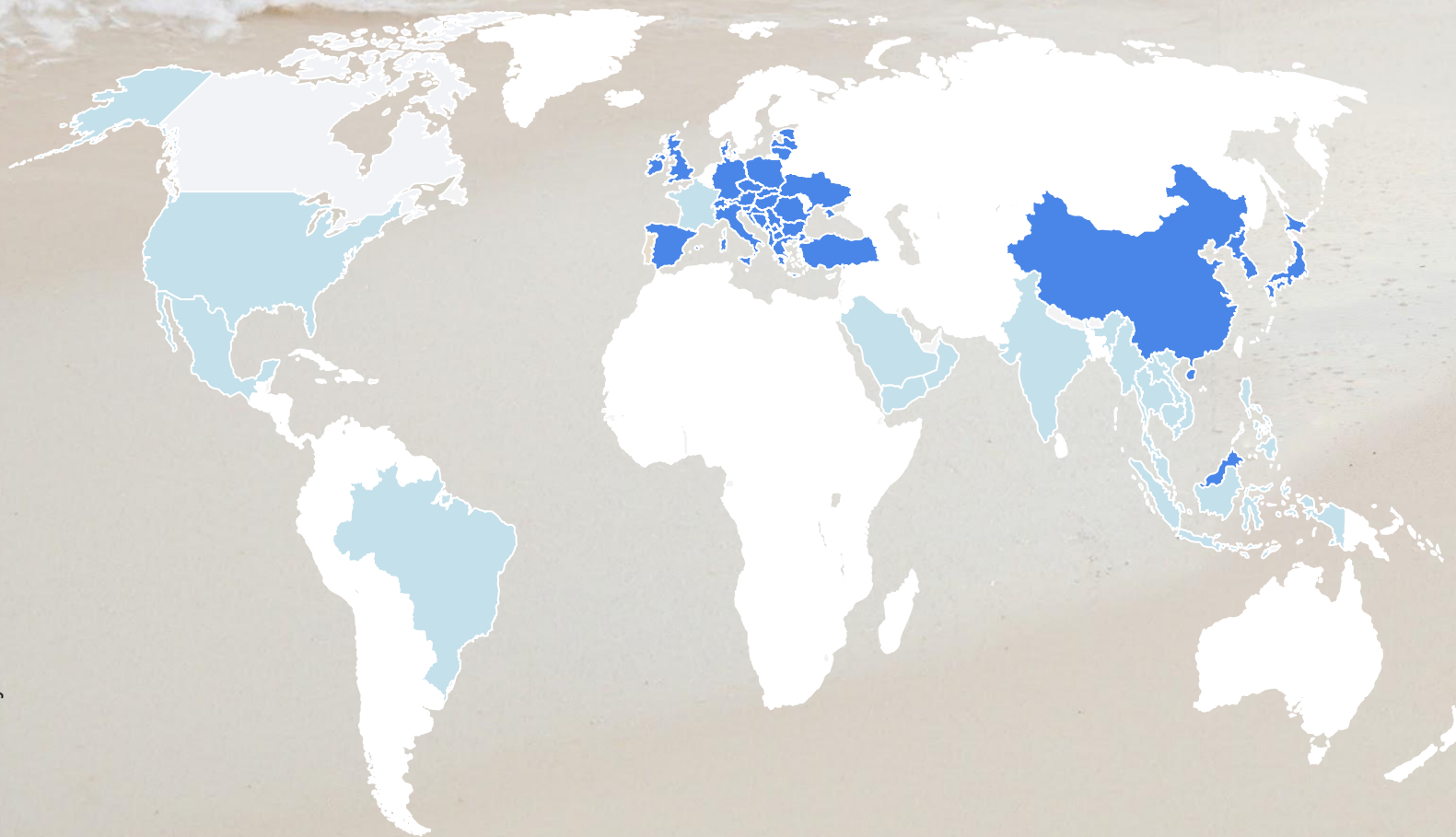
Our diverse product offerings cater to a wide range of consumers, from trendy and stylish designs for younger demographics to comfortable and flattering options for older women.

We are committed to developing exclusive ranges that perfectly meet the unique needs of each retail partner's customer base.



Our *Global Footprint*

- Active Markets
- New for 2025



Cardio Bunny stands as a testament to the power of collaboration and strategic partnerships.

Our unwavering commitment to licensing has been instrumental in driving Cardio Bunny's remarkable growth and establishing its presence as a leading force in the European activewear and athleisure industry.

Cardio Bunny is poised to continue our expansion and solidify our position as a leading brand that drives growth in the activewear category.



Standing out, in a world full of *Iconic Bunny's*



Provocative



Iconic



Playful



Energetic

We Put Our Heart Into Our Bunny



Playfulness, agility and a youthful spirit.

Love, health, vitality and overall well-being.

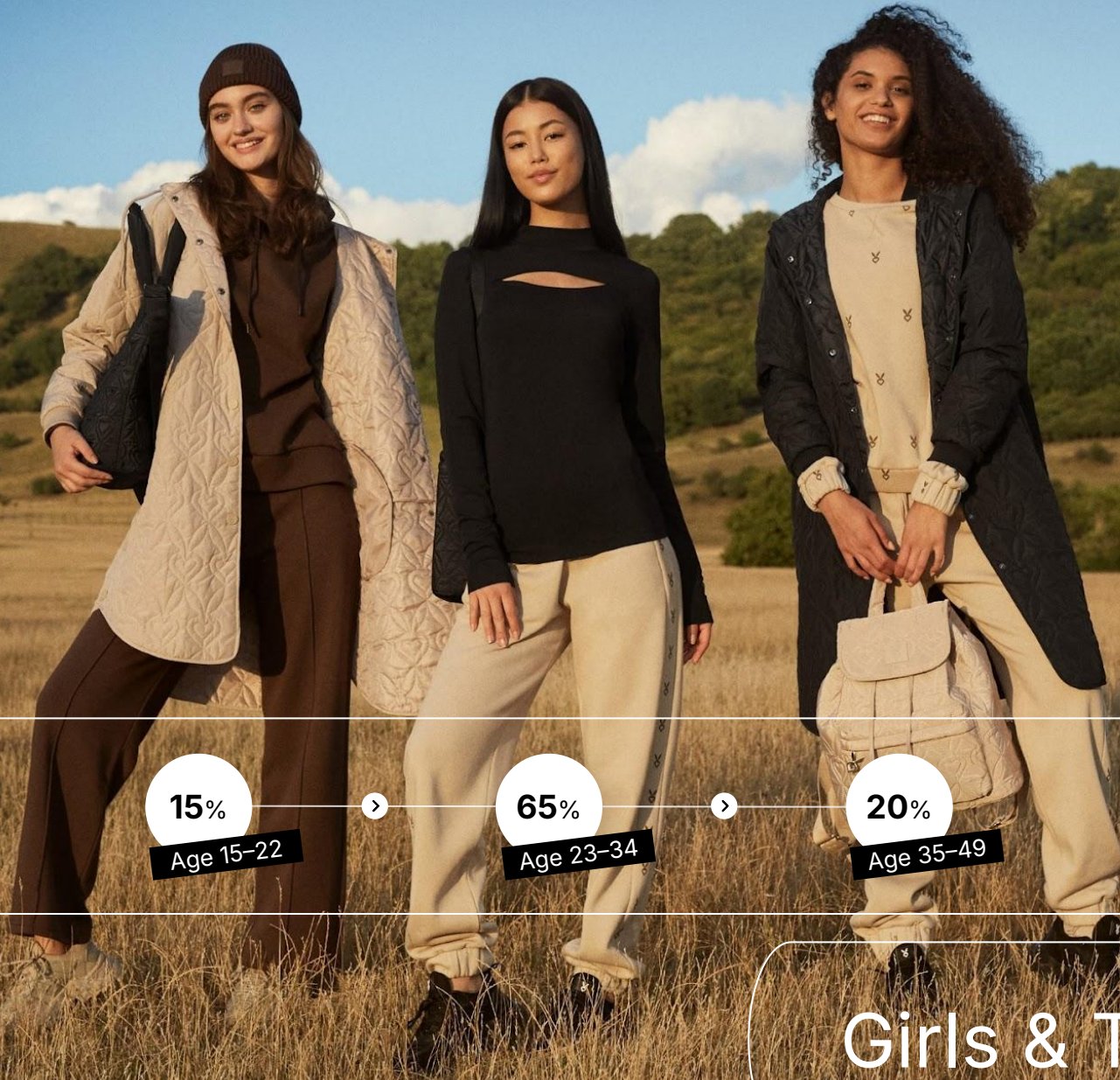
Cardio Bunny



Target Audience

A Cardio Bunny is an individual who is dedicated to her fitness journey and recognizes that looking good can be an important part of feeling motivated and confident.

She seeks out activewear that is both functional and fashionable, without sacrificing affordability.



WOMEN

15%

Age 15-22

65%

Age 23-34

20%

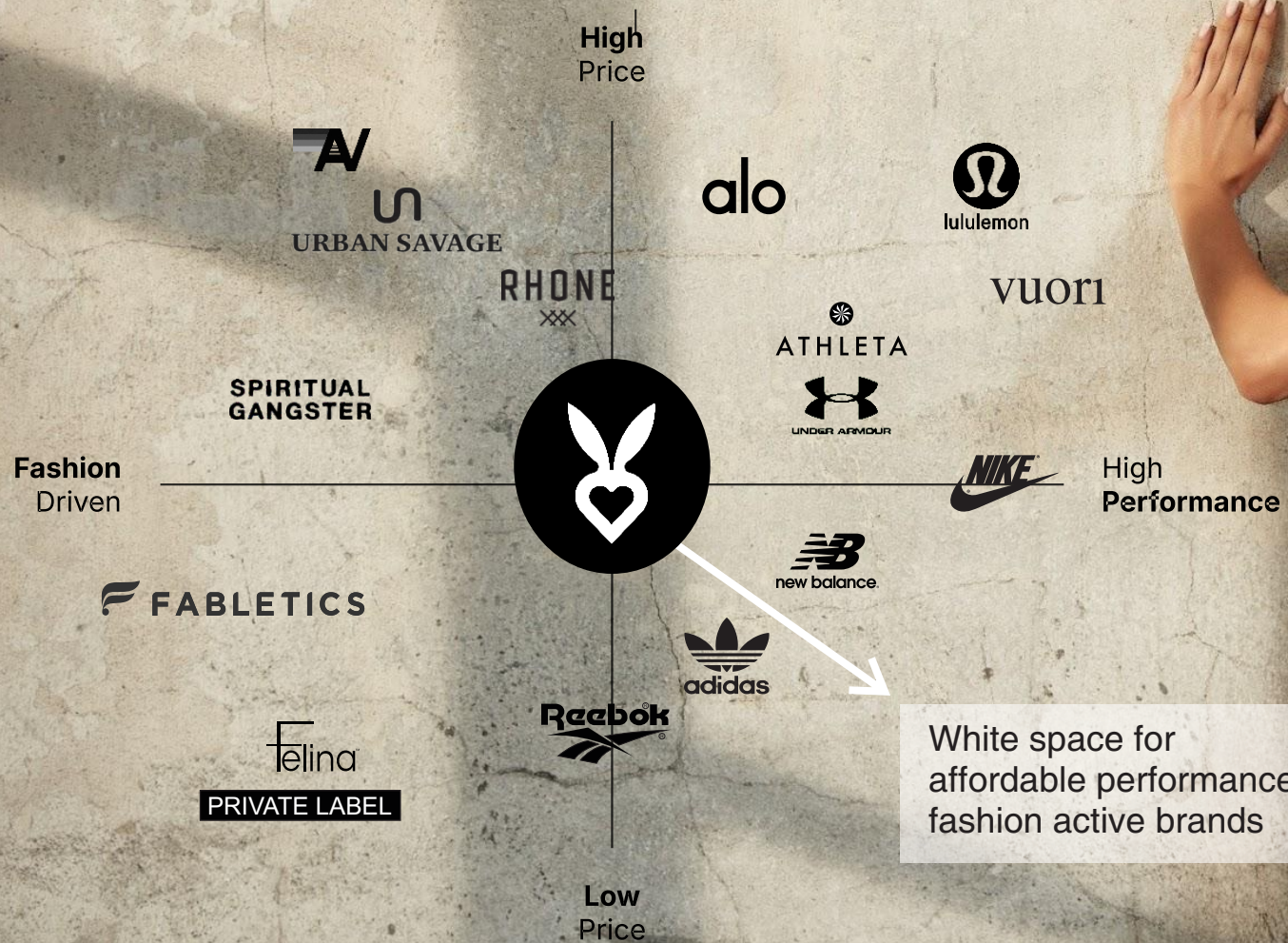
Age 35-49

Girls & Tweens

Age 6-14



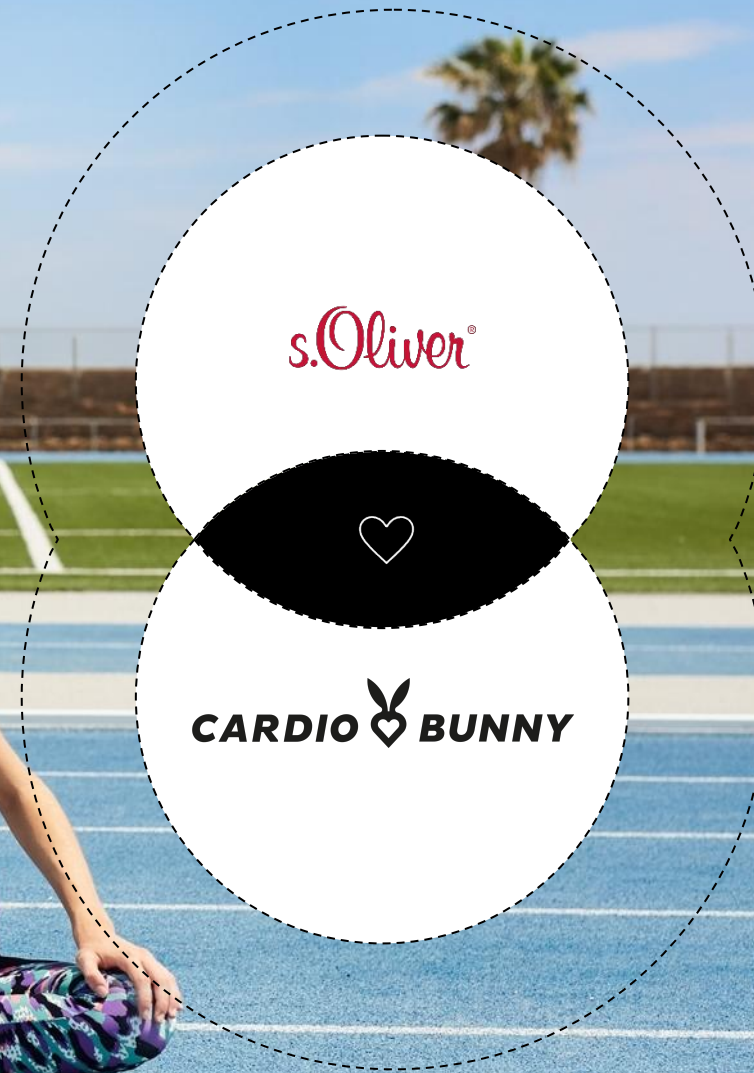
Brand Positioning





Innovation Meets *Retail Expertise*

The success of the Cardio Bunny s.Oliver partnership can be attributed to the perfect synergy between two industry leaders.



Results that speak volumes

- A surge in brand awareness for s.Oliver's activewear and athleisure range
- Expansion into new customer segments, reaching a broader audience
- A significant boost in sales for s.Oliver's activewear collection

Cardio Bunny's commitment to high-quality, stylish, and functional activewear aligns seamlessly with s.Oliver's reputation for delivering exceptional fashion experiences to its customers.

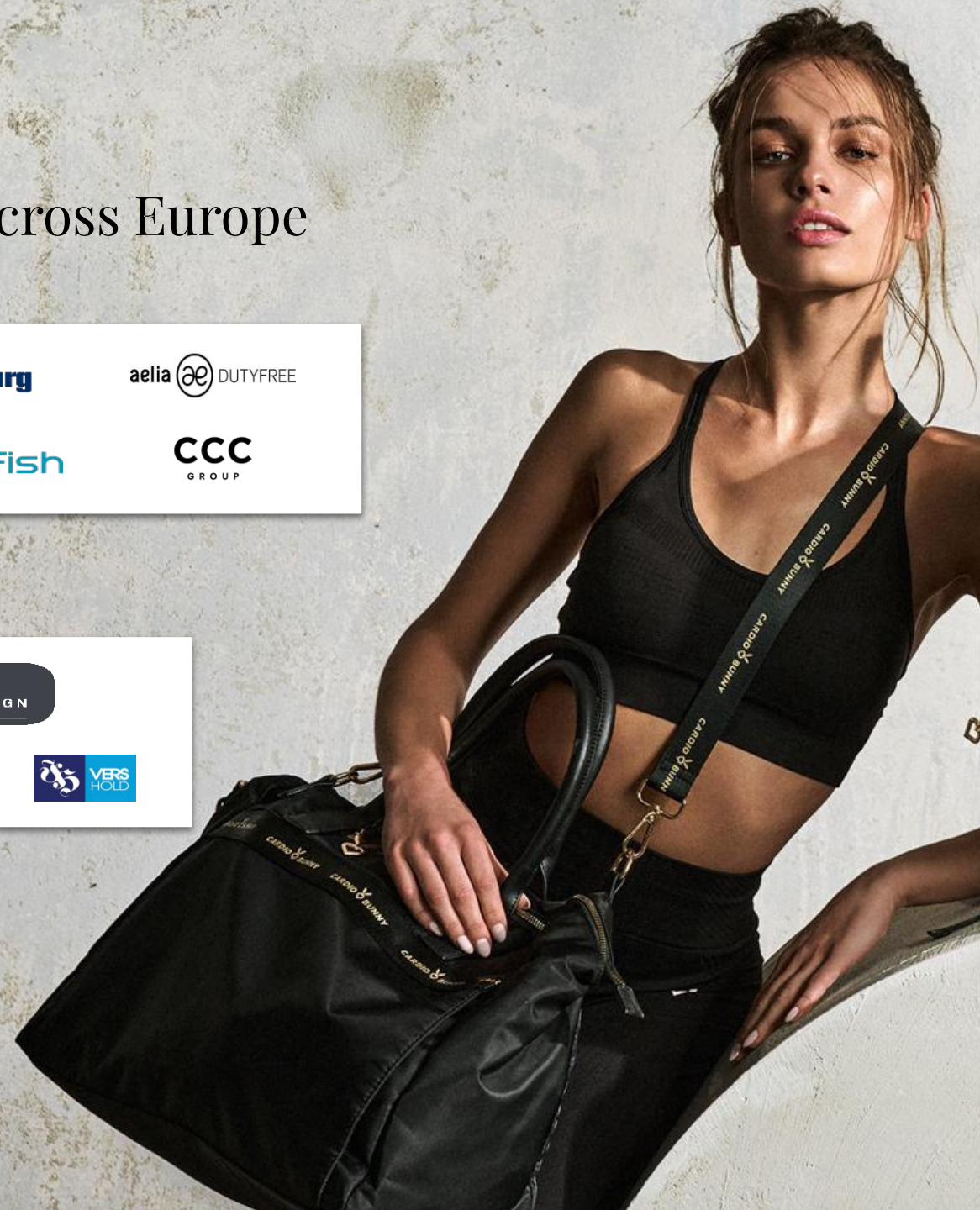


Available in more than 12000 retail outlets across Europe

Retail Partners



Licensing Partners





Stores





Fueling Sales Success for Clients

In 2024 we invested more than \$1,000,000 in brand awareness, ambassador collabs and social marketing for our retail partners in Europe.

BRAND AWARENESS

Our iconic logo and relevant brand name are powerful assets that drive higher brand awareness and customer recall. This translates to increased brand loyalty, greater market share, and a stronger competitive advantage.

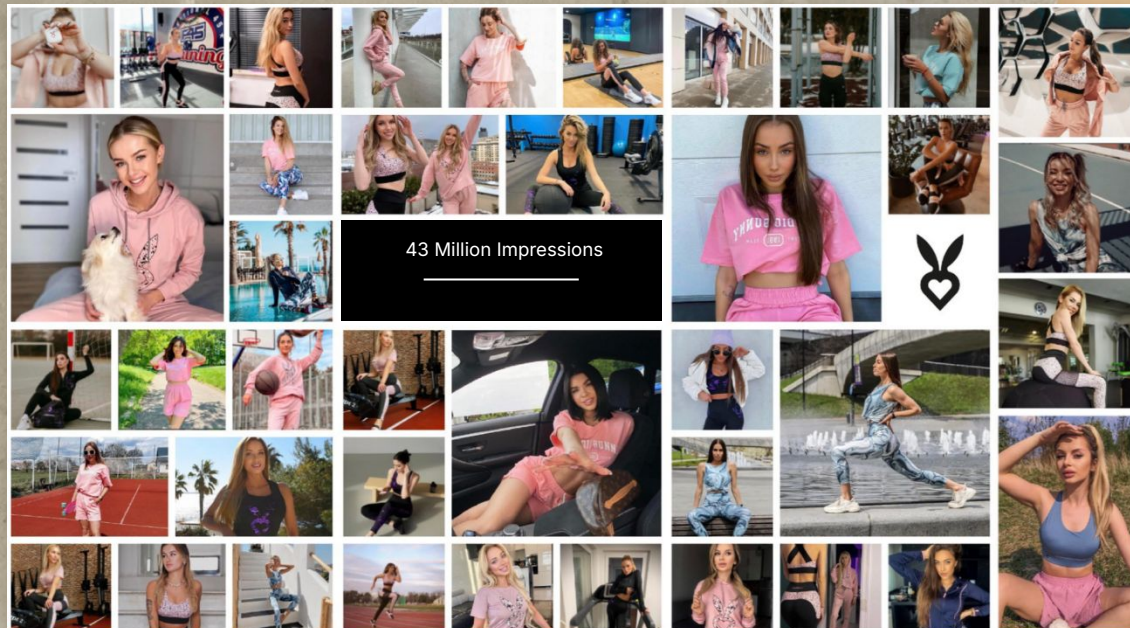
WEBSITE TRAFFIC

Experienced a **17%** YoY increase across partner websites during key promotional periods, indicating a strong correlation between marketing efforts and online engagement.

SOCIAL MEDIA ENGAGEMENT

Social media engagement soared by 22% year-over-year, fueled by targeted campaigns and a passionate community. This growth is further amplified by a surge in brand ambassador-generated content, with more ambassadors than ever creating authentic, sample-driven content for free.

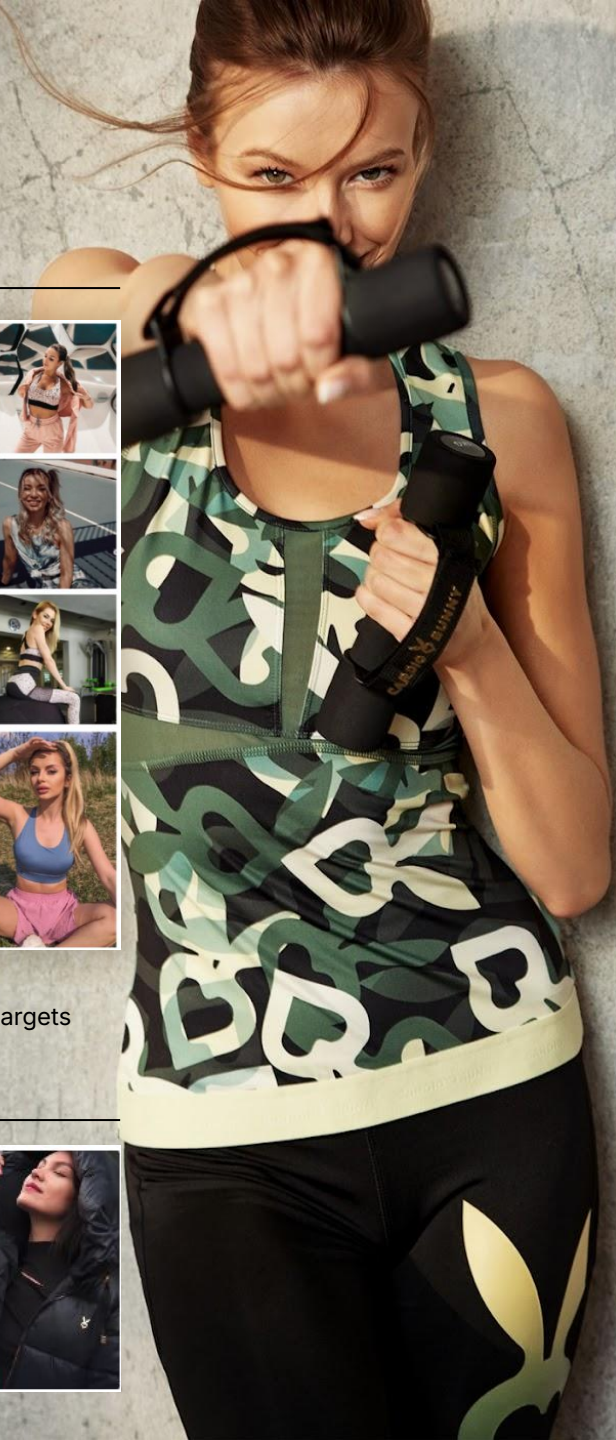
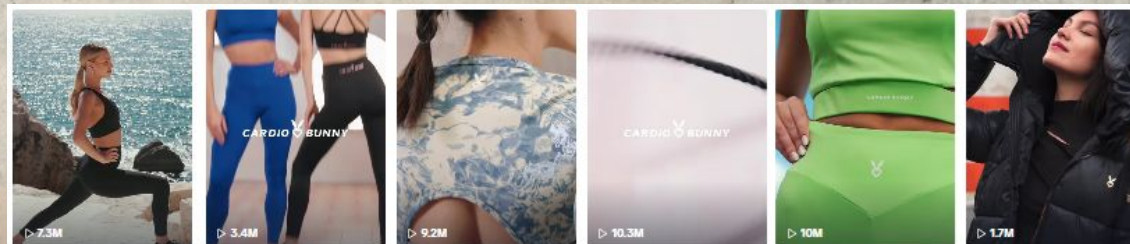
CARDIO BUNNY BRAND AMBASSADORS

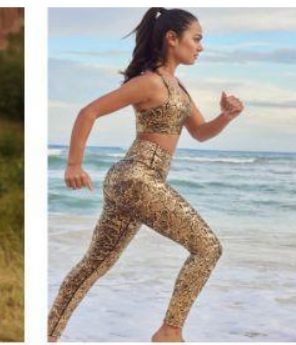
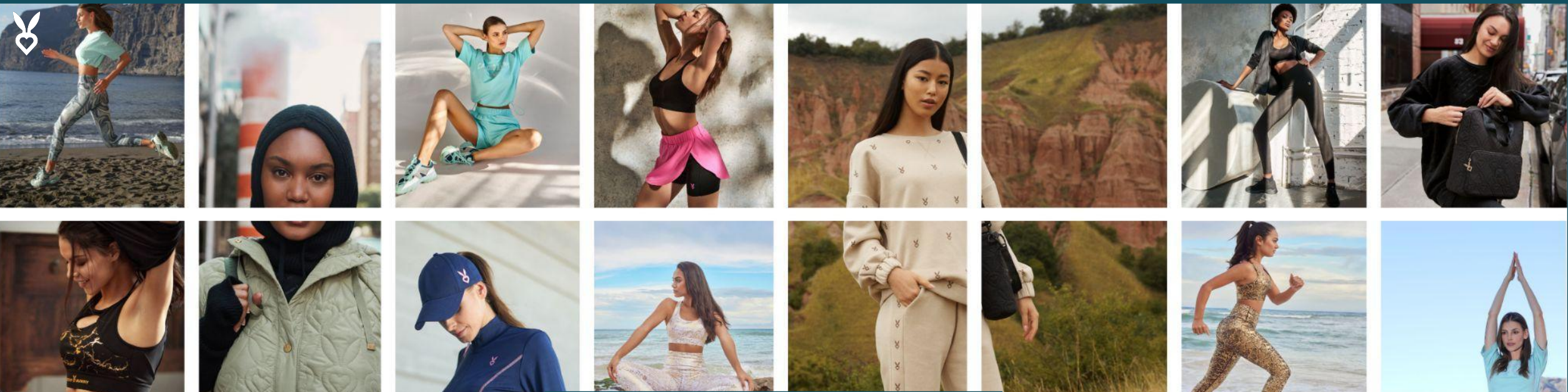


Campaign Reach & Impact:

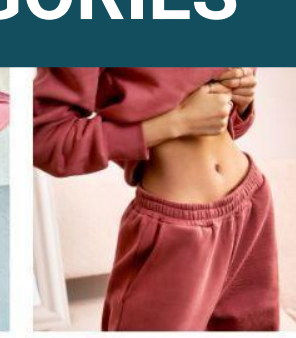
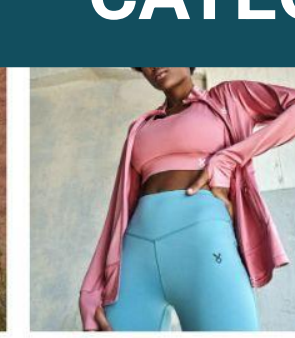
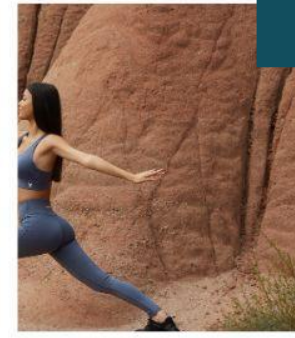
Achieved 43 million impressions through the Indahash affiliate program, exceeding initial targets and ensuring widespread brand visibility.

CARDIO BUNNY SOCIAL MARKETING





CATEGORIES



www.cardiobunny.com

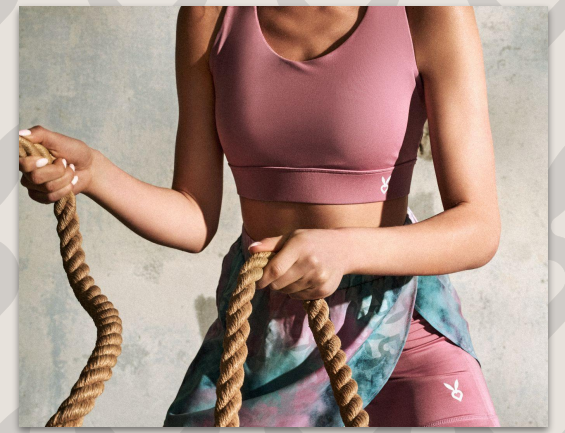


Active & Yoga-wear





Sportswear





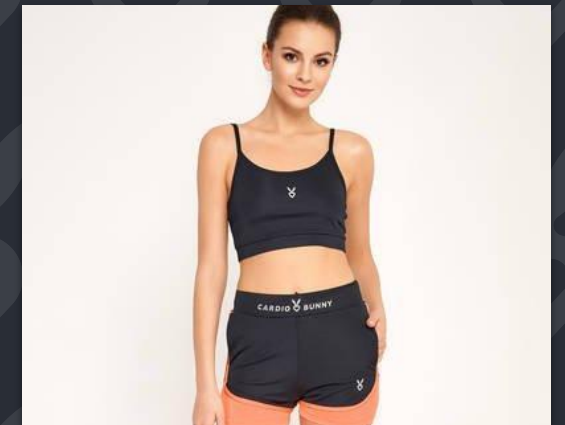
Casual Wear



Fashion & Outerwear



Underwear





Accessories





Bags & Backpacks





Footwear





Beauty Care





Girls, Teens & Tweens

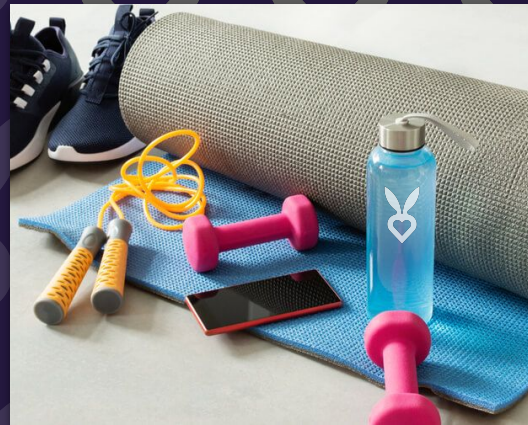


UNST  PPABLE





Fitness





Supplements & Snacks

DETOX

Cleansing and regeneration of the body with a shot based on amaranth oil!

Amaranth oil

- 77% unsaturated fatty acids: Omega 3 (oleic acid) and alpha-linolenic acid, Omega 6 (linoleic acid) and Omega 9 (oleic acid)
- High squalene content up to 8%: an excellent alternative for vegans
- Powerful antioxidants: lutein and zeaxanthin
- Vitamins and minerals: B1, B2, B5, B6, D, A, C, E, iron, magnesium, phosphorus, and potassium
- Source of phytonutrients regulating blood cholesterol levels

Probiotics

- Metabolites and/or fragments of probiotic bacteria: Mainly, short-chain fatty acids, B12, enzymes, vitamins
- Functions and actions similar to probiotic bacteria
- Regulate intestinal microflora balance: Safety: no transfer of antibiotic resistance genes and no live forms of bacteria
- Safety: no transfer of antibiotic resistance genes and no live forms of bacteria

Oat milk

- Not allergenic: milk proteins
- High content of beta-glucan responsible for lowering cholesterol and reducing glucose absorption
- Low glycaemic index
- Source of calcium and potassium
- Safe for lactose-intolerant individuals and vegans

Single packaging



Be Active!
Be Unstoppable!

Licensing *Opportunities*

THE B[®]AND LIAISON
OPENING DOORS. CLOSING DEALS.

Steven Heller
561.302.7838
Steven@TheBrandLiaison.com

Karen Diamond
210.310.2798
Karen@TheBrandLiaison.com

www.TheBrandLiaison.com

CARDIO  BUNNY