



LIFEGUARD®

Brand Deck
2021

OVERVIEW

The Lifeguard brand aims to target the young and adventurous: the thrill seekers, the athletes, the extreme sports aficionados. Both active males and females alike are drawn to the brand that understands their lifestyle, speaks their language, and knows what it means to be bold.

Lifeguard offers that boldness with a fashion forward approach along with the durability needed for active sportswear. Whether it's for a runner or a swimmer, a surfer, or a diver; The Lifeguard brand provides the full package for a truly stimulating experience.



LIFEGUARD®

WHO WE ARE

Lifeguard is an innovative lifestyle brand mainly targeting regions within the United States and Canada, and expanding internationally. Lifeguard prides itself on its unique apparel including Swimwear, Outerwear, Sportswear, as well as Sporting Goods and Equipment.

Lifeguard licensing includes the **Lifeguard** brand and **+** logo, as well as **Ski Patrol**, **Beach Rescue** and **Mountain Rescue**.



LIFEGUARD®

TARGET AUDIENCE

- Fans of water sports & winter sports
- Activity seekers
- Ages 13 - 35 years old
- Trendy individualists who like to stand out from the mainstream



LIFEGUARD®

COMPETITION

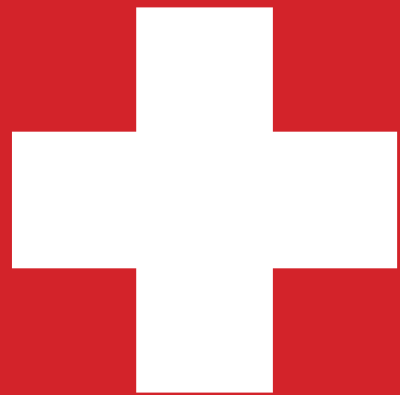


+LIFEGUARD®



Hurley)(

LIFEGUARD®



THE BRAND TODAY

LIFEGUARD[®]

CURRENT CATEGORIES

OUR PRODUCTS

- Tee Shirts
- Hoodies
- Shorts
- Sweats
- Goggles
- Flip Flops



LIFEGUARD®

CURRENT CHANNELS

 Burlington

DOLLAR GENERAL®

CVS
pharmacy

FAMILY  DOLLAR
my family, my family dollar.

★ macy's



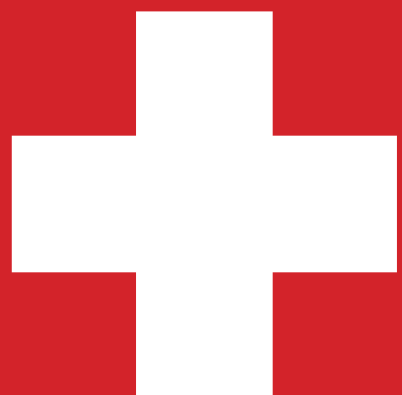
ROSS
DRESS FOR LESS

T.J. maxx®

 **TARGET®**

Walgreens

LIFEGUARD®



THE BRAND TOMORROW

LIFEGUARD[®]

BRAND VISION

- Expand Product Offerings Through Licensing
- Add new best in class Licensing Partners
- Expand Retail Channels
- Add International Licensing and Distribution



LIFEGUARD®

FUTURE CATEGORIES

APPAREL/ACCESS.

- Swimwear, Board Shorts, Beachwear, Rash Guards,
- Headwear
- Footwear
- Jackets
- Sleep/Loungewear, Undergarments, Hosiery
- Sunglasses, Rx Optical

BEACH LIFE

- Beach Towels, Chairs, Umbrellas
- Pool Toys and Floats
- Backpacks, Beach Bags
- Waterproof Electronics
- Luggage, Travel Accessories
- HBA, Suncare, Fragrance
- Water Sports, Sporting Goods

LIFEGUARD®

TARGET RETAIL PARTNERS

Burlington

Cabela's



CVS
pharmacy

★ *macy's*

T.J. maxx



ROSS
DRESS FOR LESS

Walgreens

TARGET

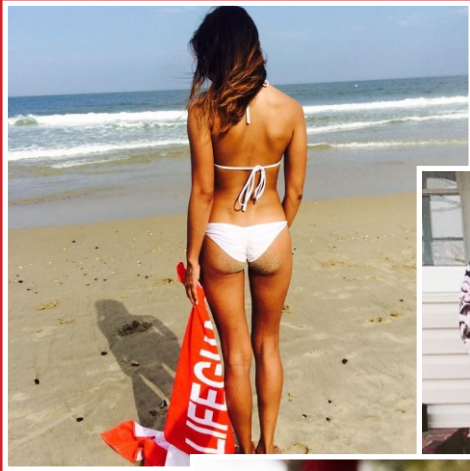
LIFEGUARD

DISTRIBUTION

- Department Stores
- Mid-Tier department
- Specialty Stores
- Boutiques
- Sporting Goods Retailers
- Clubs
- Resort
- Mass
- Drug & Food



LIFEGUARD®



LIFEGUARD®

LICENSING OPPORTUNITIES

THE B[®]AND LIAISON

Steven Heller

The Brand Liaison

T. 855.843.5424

F. 855.843.5424

Steven@TheBrandLiaison.com

www.TheBrandLiaison.com

