



Bench.
BRAND BOOK

COURSCOPY



OUR STORY:

Inspired by an active 24-hour lifestyle, Bench is a brand that designs, sources, and markets clothing and accessories for men, women, and kids. In 1989, Bench was born in the heart of Manchester, England, finding its beginnings as a niche t-shirt brand. Today, Bench is inspired by multipurpose clothing while staying true to its heritage. By offering both lifestyle and performance categories of products, Bench is able to utilize innovative fabrics, pay attention to detail and ultimately, design the perfect fit.

Quality is rooted in our brand DNA and sustained by a contemporary and functional approach to product design.

OUR MISSION:

- Fuelling the 24-hour lifestyle.
- Daring to innovate.
- Reimagining performance through multi-purpose clothing.
- Setting new Benchmarks since 1989.

LOVE MY HOOD



#LOVEMYHOOD

Here at **Bench**, we believe that every person is empowered to influence social change in their own way. We call it **#Lovemyhood** and it's about being connected to different neighbourhoods through the uncovering of local gems like food, music, and art. We're here to make the ordinary less ordinary and make life more fun for our community.

We want to celebrate and support the youth by focusing on diversity, inclusivity and authenticity. This philosophy also reflects in our design. We take a fresh and innovative approach to traditional streetwear clothing by providing a diversified collection combining fashion and functionality.

24 HOURS



BRAND: POSITIONING



ICONIC STYLES



ICONIC STYLES: WOMENSWEAR

THE TECH SOFTSHELL



ESSENTIAL HOODIE



CLASSIC JOGGER



FUNNEL NECK FLEECE



BLUE MOON PUFFER JACKET



BBQ JACKET AND BADDHAH LEGGING



ICONIC STYLES



ICONIC STYLES: MENSWEAR

VARSEY HOODIE



CITY JACKET
AND CITY JOGGER



UNION MADE



PATHWAY SOFSHELL



CLASSIC PUFFER JACKET



BENCH LOGO TEE
AND CACHET C JOGGER



ICONIC STYLES



ICONIC STYLES: KIDSWEAR

DOUBLE LAYER



LOGO CREWNECK



JOGGER LEGGINGS



AVISIO BOYS



CREWNECK T-SHIRT



SPACE DYE JOGGER



PARTELLERS



LICENCE PARTNERS

Within Canada



• *Underwear, socks and intimates:*

LAMOUR: Family-owned and operating since 1953, Lamour Inc. has earned its reputation as “Best in Class” choice for socks, underwear, hosiery and intimates.



• *Bags, Belts and luggage:*

HOLIDAY: Since 1952 Holiday Group has lead the Canadian industry specializing in luggage, backpacks, sport bags, lunch bags, hand bags, umbrellas, small leather goods and masks.



• *Cold weather accesories and mens swim:*

JOVI SPORTS : Innovative with cold weather gear such as tuques, gloves and scarves. Jovi Sports also develops seasonal caps and hats, as well as Men swimwear.



• *Eyewear:*

IWEAR: With over 30 years experience, Iwear specializes in both sun and optical for all genders, while servicing top retailers in Canada.



• *Denim:*

ROADRUNNER APPAREL : Roadrunner holds the license for Bench denim. They distribute in over 20 countries within their portfolio of brands.

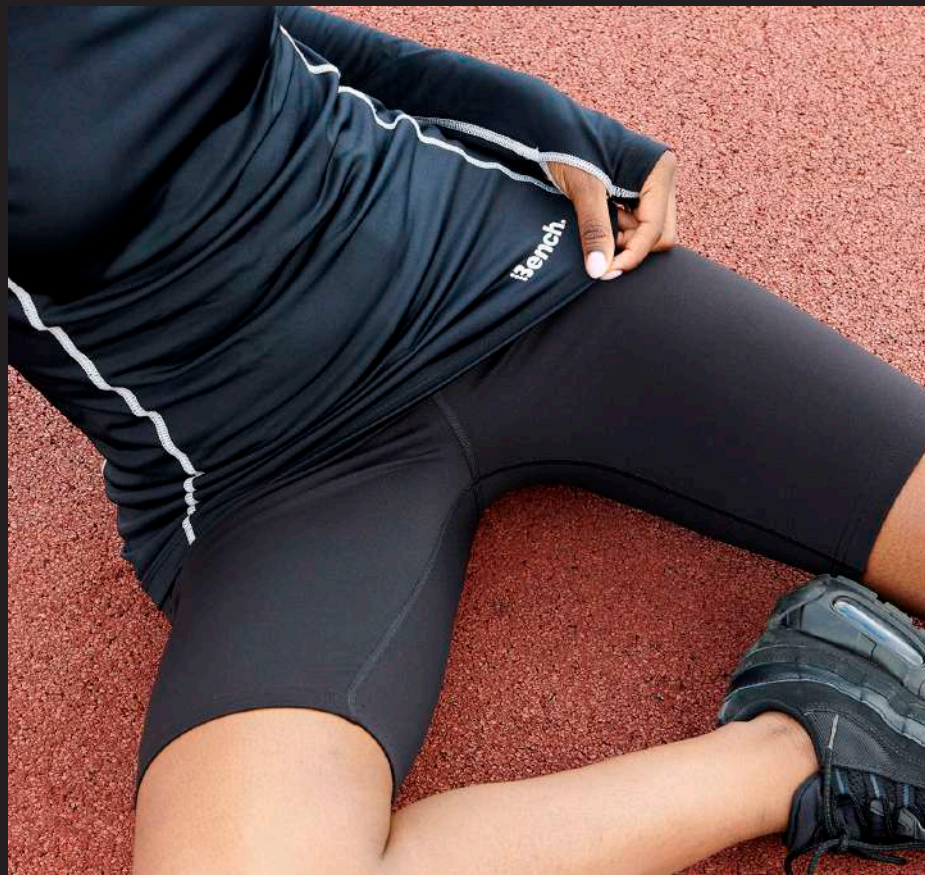
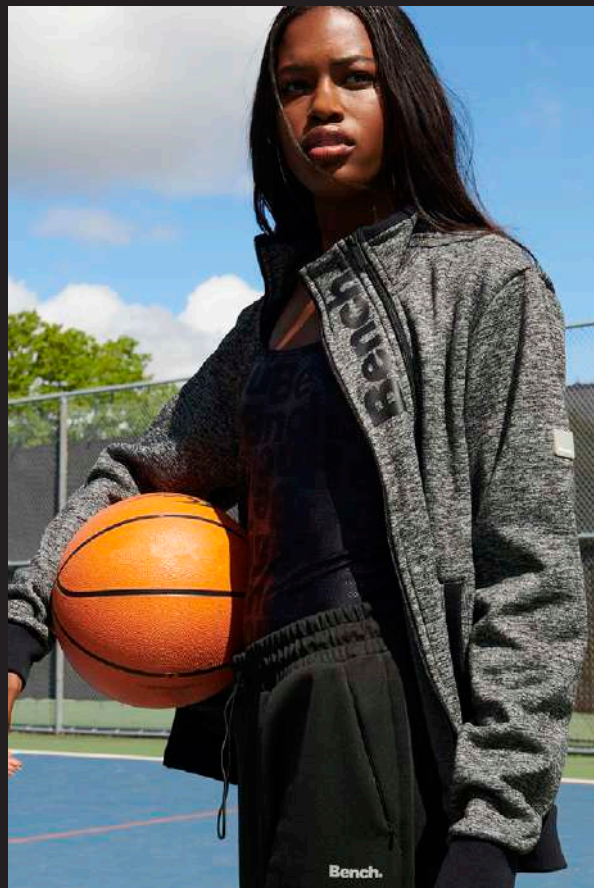
WE SEE YOU





PERFORMANCE





BIG & TALL





CAPSTONE





Thank you.