# ELEVATE



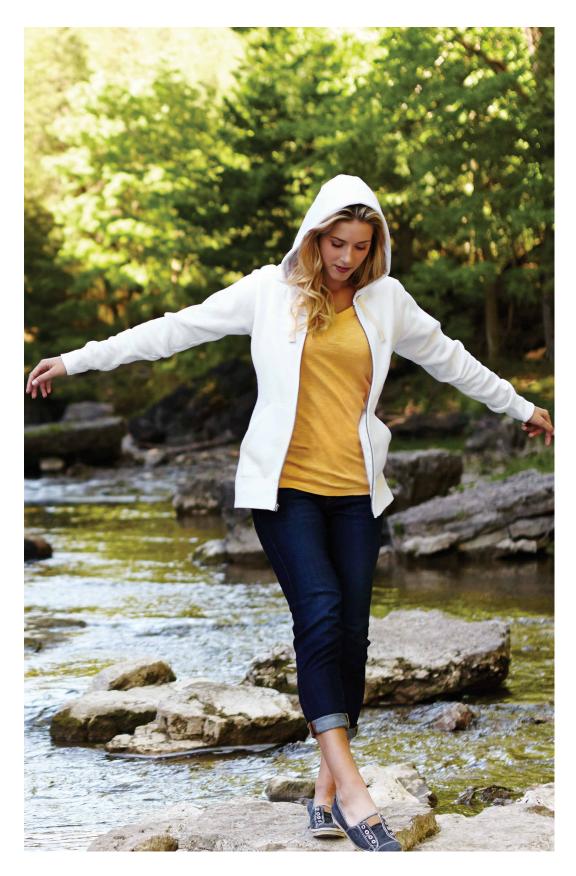
## Life is Sport and Sport Lives in

Elevate was created to lift up our individual and collective spirit. In 2006, it was designed to combine innovative fabrics with urbanstyle to develop a new brand that reflected our passion for design, innovation and personal expression.

Elevate burst onto the world stage as the 2010 Winter Olympics licensee showcasing its leading design and universal appeal. With its roots in Canada, Elevate continues to resonate with markets globally.

#### Style lives here





#### Sport comes alive

ELEVATE

ELEVATE

### Life is Sport and Sport Lives in Life

One brand. Two expressions. Together, so many ways to inspire your brand.



#### Life is Sport and Sport Lives in Life



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