

# U4E

U4E Apparel



Because U4E is being designed with an “Open to Designers” vision, no one can say exactly what we will always look like. Because we are allowing young artistic people to carry our designs forward we hope to always be creative, visionary and pleasant to the eye of the public.

Because we are rooted in a company that loves and respects the outdoors and the fabrics that makes the outdoors comfortable, we shall always try to provide certain clothing that looks good, but is functional for all users from the athlete to the person who is just going to work or play.

U4E is also committed to driving its company towards understanding and using fabrics that are more sensitive in their production, to their effects on our planet. For this reason you will see incredibly cool fabrics that come from using recycled plastic beverage containers. You will also see products bearing the “Re-Purposed” label. This practice is using fabrics that are no longer wanted by their original makers but should not be allowed to go to waste. We believe in the concept of Reduce- Re-use – Recycle.

Designers are also a very respected part of our brand, and all designers will be allowed to publish their name in garments that bear their signature. It’s about respect, transparency and putting design at the highest level.