

**ecf**performance  
Iconic Collection



# ABOUT *ecf*performance

ECF Performance was established in 2005 by Eric Cooper-Founder and Chief Designer. The urban luxury activewear line is based in Los Angeles, and the retro inspired collection consist of a unique mix of stylish tracksuits, chic jackets and pants, contoured tops, sporty shorts, and fashionable accessories. The highly crafted collection uses the most advance construction and technical fabrics that are effective in wicking moisture, resisting wind, blocking UV rays, and enhancing mobility.

Eric's impressive background in design, fashion retail, and fitness helped him acquired the idea to start an activewear line. His motivation to establish ECF Performance came after noticing a shortage in fashionable activewear while shopping—especially for men. Putting his fashion and design skills to work, he created a collection that would bridge the fashion gap between active and social lifestyles.



*White Power Suit with Floppy Hat and Power Duffle*



*Black/Red Power Suit*

The line is made of 3 parts: tracksuits, Elements, and accessories. Each season the tracksuits vary in design, and the common thread between each collection is the signature power stripe. The 'Elements' group consists of coordinates that compliment the tracksuit category including: jackets, pants, shorts, tops, and t-shirts. The fashionable accessories are made up of a unique mix of jewelry, bags, and hats—each designed to coordinate with the activewear.

The current Iconic collection pays homage to the fashion sensibility of 4 American icons—legendary dare-devil, Evel Knievel, edgy and pioneering hip hop artist, LL Cool J, 6-time Olympic medalist, Jackie Joyner-Kersey, and 70's TV superheroine, and warrior princess of the Amazons, Wonder

Woman. These idols were know for captivating fans with their style and power—both of which greatly influenced Eric during the initial conception of the collection. The fitted contours and designs of the line are largely inspired by the vintage Stingray Corvette. The price-point of the line range between \$70-\$600, and the size range includes S-XL for men, and XS-L for women.

Produced in Los Angeles, ECF PERFORMANCE is committed to creating functionally stylish, uniquely versatile, and powerfully sexy activewear that targets an active and social customer between 20-60.



*Turquoise Beaded Single Dog Tag Necklace*

# THE DESIGNER

Eric Cooper, founder and Chief designer of ECF PERFORMANCE, studied fashion design at the renowned Cass Technical High School in Detroit and Ray College of Design in Chicago. Eric's experience in fashion landed him several positions with leading designers including Charles Jourdan, Escada, and Ralph Lauren before going out on his own.

Specializing in men's and women's apparel and accessories, Eric's expertise in sales management garnered him many awards before accepting the coveted senior sales position with Ralph Lauren.

While working in fashion, he developed an interest in health and fitness and studied for a certification in fitness training. Upon receiving his certification, he began working as a trainer part-time while maintaining his full-time fashion career. During his tenure as a fitness trainer, he has worked for some of the industry's most notable clubs: the Evanston Athletic Club, Lincoln Park Athletic Club, the Athletic Club at the Illinois Center, and the Workout Warehouse in Los Angeles.

After a long and rewarding career in fashion retail, Eric left the world of glitz and glamour to concentrate on a thriving fitness business. He established ERIC COOPER FITNESS and developed a six-week functional training program called E-FORM WORKOUT. During this period, Eric reconceived his image. While looking for workout attire, he became disenchanted with the lack of variety he found in stores. This motivated him to create his own activewear collection, ECF PERFORMANCE.

While designing the line, Eric's goal was to create a collection reflecting urban luxury appeal that would bridge the fashion gap between active to social lifestyles. In addition, the collection needed to have a timeless retro look. So Eric modernized body conscious silhouettes from the 70's and 80's and created an iconic mix of looks including the 'Power Suit'—the collection's signature



*Eric Cooper*



# THE DESIGNER

eighties styled track-suit, as well as fitted T's, sexy bottoms, chic jackets, and coordinating accessories.



*Eric Cooper in the Design Studio*

The line is manufactured in Los Angeles, and targets a physically active and social customer base between the ages of 20-60. Eric describes the urban luxury activewear collection as, “functionally stylish, uniquely versatile, and powerfully sexy”.



# THE COLLECTION

## POWER SUIT OVERVIEW



*White/Black Suit*



*Carbon/Carbon Suit*



*Black/Red Suit*



*Black/Black Suit*



*Red/White Suit*

# THE COLLECTION

## ELEMENTS OVERVIEW



**Top:** *L/S Wht/Blk Power Baseball Tee*  
**Bottom:** *Blk/Blk Power Short*



**Top:** *L/S Red/Wht Power Baseball Tee*  
**Bottom:** *Wht/Blk Power Short*



**Top:** *L/S Blk/Red Power Baseball Tee*  
**Bottom:** *Wht/Blk Power Short*



**Top:** *L/S Carbon/Blk Power Baseball Tee*  
**Bottom:** *Carbon/Carbon Power Short*



# THE COLLECTION

## ELEMENTS OVERVIEW



**Top:** S/S Wht/Blk V-Neck Power Tee  
**Bottom:** Blk/Blk Power Short



**Top:** S/S Blk/Red V-Neck Power Tee  
**Bottom:** Red/Wht Power Short



**Top:** S/S Carbon/Carbon V-Neck Power Tee  
**Bottom:** Carbon/Carbon Power Short



**Top:** S/S Red/Wht V-Neck Power Tee  
**Bottom:** Wht/Blk Power Short

# THE COLLECTION

## ACCESSORIES OVERVIEW



*Floppy Street Hat*



*Interchangable Semi-Precious  
Beaded Necklaces*



*"EYES ON YOU" 3 Dog Tags  
Necklace*



*Power Duffle*



*"Power" Dog Tag Beaded Necklace*

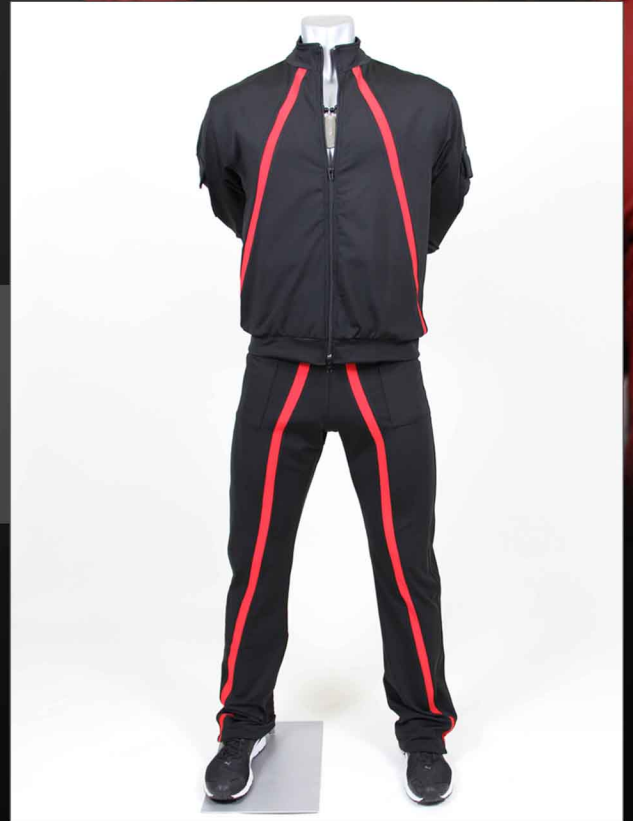


# THE COLLECTION

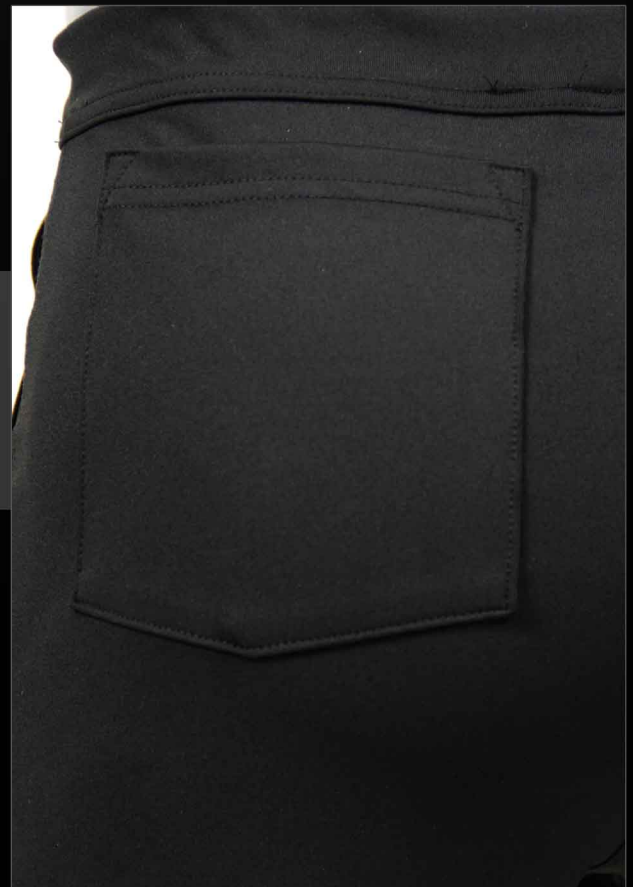
## FEATURES GUIDE

(POWERSUIT)

- **CONTOUR:** Fitted contour design for added support during movement.



- **THE POCKET:** Deep rear patch pockets for added storage and convenience.

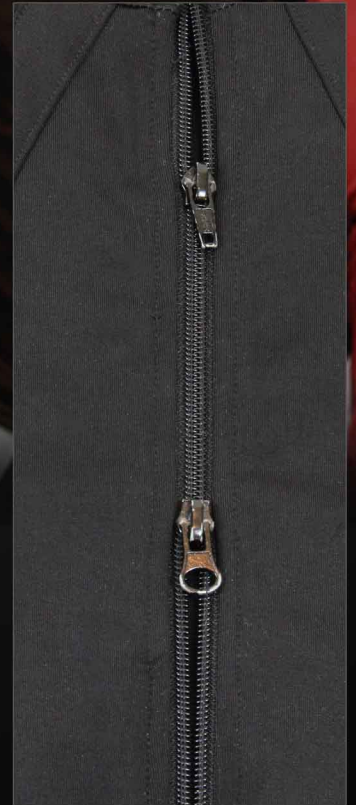


# THE COLLECTION

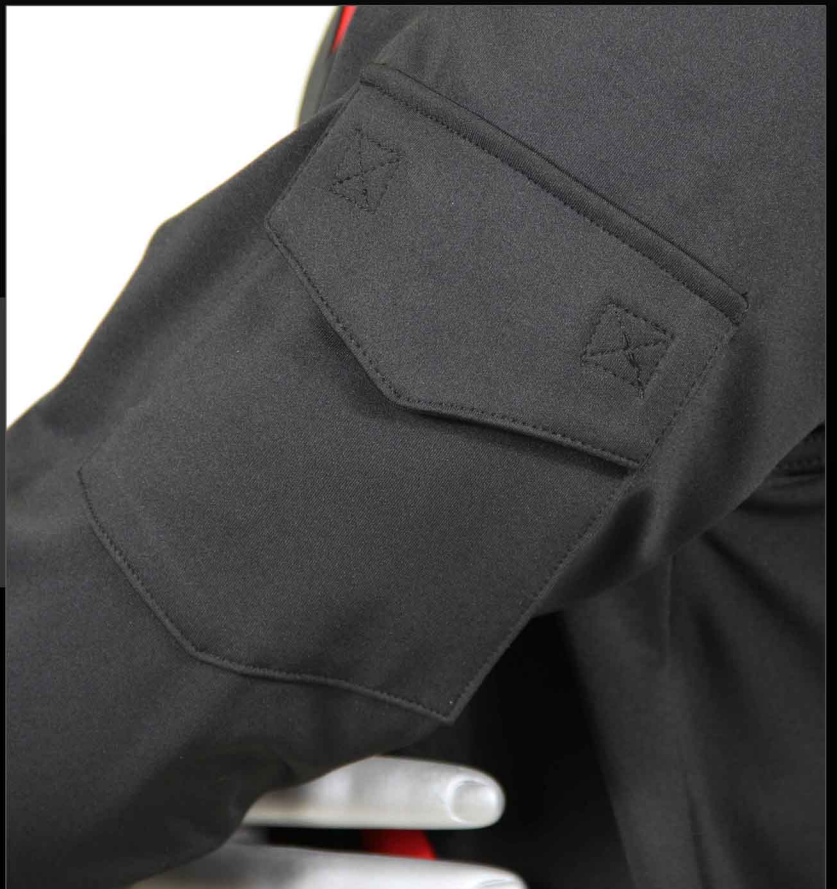
## FEATURES GUIDE

(POWERSUIT)

- **THE STRIPE:** Signature Power Stripe for added style and reinforcement.
- **THE ZIPPER:** Easy-glide 2 way zipper for easy access.



- **THE JACKET POCKET:** The Patch Key/Card sleeve pockets help keep hands free and key and card secure during workout.





# THE COLLECTION

## FEATURES GUIDE

(ELEMENTS)

- **THE SLEEVE:** Comfortable fitted sleeves prevent roll-ups during the workout.



- **THE POCKET:** Deep patch pockets for added convenience and easy access during the workout.

# THE COLLECTION

## FEATURES GUIDE

(POWERSUIT)



- **THE WAISTBAND:** Soft, abrasion-free non-elastic waistband with drawcord that keeps the skin comfortable and free from irritation.



- **JACKET INTERIOR:** The convenient smart phone pocket helps keep your most important source of communication with you during your workout.



# THE COLLECTION

## FEATURES GUIDE

(ELEMENTS)

- **THE NECK:** The signature contrasting collar tab detail modernizes the neckline of the basic tee.



- **THE SHIRT POCKET:** Patch key/card sleeve pockets helps keep hands free and key and card secure during workout.



# THE COLLECTION

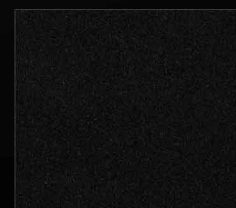
## FEATURES GUIDE

(FABRIC)

- The chic retro inspired street floppy hat features a mid size brim that adds protection from the sun, and a unique versatile design that can be worn with various looks.



## COLOR SWATCHES



- Dryflex micro-knit soft comfortable fabric provides 4-way stretch enhancing movement while increasing support, moisture wicking, UV protection, and wind resistance. Available in 92% Poly/8% Lycra and 90% Poly/10% Lycra.



# THE COLLECTION

## FEATURES GUIDE

(ACCESSORIES)



- **THE POWER DUFFLE:** The functionally stylish duffel features a weather proof acrylic coated poly/cotton shell, durable detachable nylon braided shoulder strap and dual handles for support, sleek leather base and trim, luxurious poly/silk satin lined internal shell and pockets, easy-glide internal and external zipper pockets, convenient external utility pocket, and 5 protective metal feet.



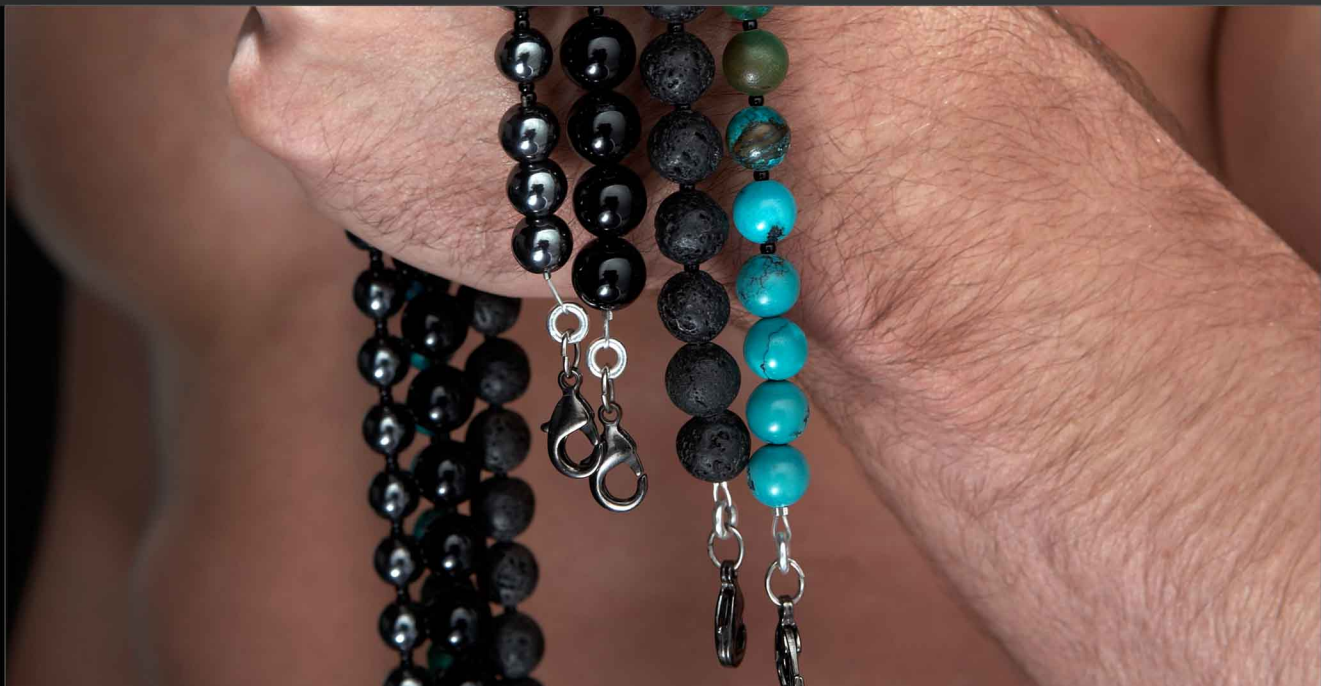
# THE COLLECTION

## FEATURES GUIDE

(ACCESSORIES)



- The Iconic 2 1/2" 18 gauge sterling silver single and triple dog tag necklace is adjoined by 7mm semi-precious stones and supported by a durable easy to fasten nickel lobster claw clasp.



- The 24" beaded necklaces with 7mm semi-precious black onyx, hematite, lava, and turquoise stones can be interchanged with all dog tag charms.



# MARKETING CAMPAIGN MATERIALS

- Postcard 1: Designed as the first of three postcards to invite potential customers to “Evolve” into a new brand of Urban Luxury Activewear.



# EVOLVE

FROM ACTIVE TO SOCIAL AND BACK AGAIN  
WITH THE NEW

**POWER SUIT**  
FROM *ecf*performance  
GET YOURS TODAY  
[SHOP.ECFPERFORMANCE.COM](http://SHOP.ECFPERFORMANCE.COM)

- Postcard 2: Designed to encourage clients to “Mix It Up” when choosing both Jacket and Pants for the ECFP Power Suit.

*ecf*performance.com

FUNCTIONALLY **STYLISH**

UNIQUELY **VERSATILE**

POWERFULLY **SEXY**



# DARE TO BE DIFFERENT

DISCOVER URBAN LUXURY ACTIVE WEAR THAT WILL CHANGE THE WAY YOU **MOVE**  
[SHOP.ECFPERFORMANCE.COM](http://SHOP.ECFPERFORMANCE.COM)

# MARKETING CAMPAIGN MATERIALS

- Postcard 3: Designed to accentuate the different styles, elements and varieties within ECF Performance.

*ecfperformance.com*

FUNCTIONALLY **STYLISH**      UNIQUELY **VERSATILE**      POWERFULLY **SEXY**



**DARE TO BE DIFFERENT**

DISCOVER URBAN LUXURY ACTIVE WEAR THAT WILL CHANGE THE WAY YOU **MOVE**

SHOP.**ECFPERFORMANCE.COM**



# MARKETING CAMPAIGN MATERIALS

## ONLINE STORE LAYOUT

**ecfperformance**  
Los Angeles

Shopping Bag: 0 items

Checkout

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WELCOME TO  
**ecfperformance**

*"Experience Functionally Stylish, Uniquely Versatile, and Powerfully Sexy  
Urban Luxury Active Wear Crafted in Los Angeles for Your Social Lifestyle"*

- Eric Cooper  
Chief Designer

Women's Collection launching Spring/Summer 2013

[View our Catalog!](#)



◦ • • •



**ACTIVE WEAR**

[Click Here To View Active Wear](#)



**JEWELRY**

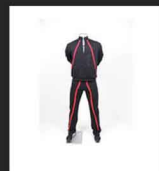
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**BAGS**

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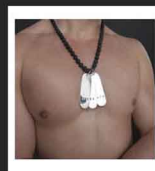
Featured Products:



Power Suit

**\$245.00**

[DETAILS](#)



Sterling Silver "Eyes On You"  
3 Dog Tag Necklace

**\$390.00**

[DETAILS](#)



Power Duffel

**\$475.00**

[DETAILS](#)



L/S Power Baseball Tee

**\$80.00**

[DETAILS](#)



Power Shorts

**\$80.00**

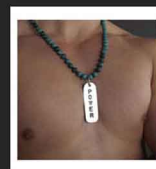
[DETAILS](#)



V-Neck S/S Power Tee

**\$70.00**

[DETAILS](#)



Sterling Silver "Power" Single  
Dog Tag Necklace

**\$190.00**

[DETAILS](#)



Interchangeable Semi-  
Precious Beaded Necklace

**\$60.00**

[DETAILS](#)

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# MARKETING CAMPAIGN MATERIALS

## WEBSITE LAYOUT

**ecfperformance**  
Los Angeles



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WELCOME TO  
**ecfperformance**

*"Experience Functionally Stylish, Uniquely Versatile, and Powerfully Sexy  
Urban Luxury Active Wear Crafted in Los Angeles for Your Social Lifestyle"*

- Eric Cooper  
Chief Designer

Women's Collection launching Fall/Winter 2013

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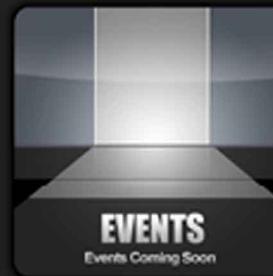
**ECF PERFORMANCE** is designed for an individual who lives a physically active and social lifestyle. The retro inspired line is influenced by urban living, and consist of a functionally stylish mix of active wear and accessories uniquely versatile for high power workouts and casual time in between. Crafted in LA, this powerfully sexy collection uses the most advance construction and highly technical fabric. This luxury urban active wear connects fitness, fashion, and lifestyle—bringing them to the forefront of modern living.



**FEATURED VIDEO**  
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**2012 COLLECTION**  
[Click Here To View The Collection Now](#)



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**ABOUT ERIC**  
[Eric Cooper: The Man Behind The Brand](#)





# CONTACT

## *ecf* performance

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