

gone running.

270324.

42, the marathon.

for t2; when we jump off the bike
the time for the fall is not finite

for trails too.

4T2



una más.

barcelona marathon.

barcelona proved to be a perfect test case for how relevant we can be as a brand to runners. turn out for our co-created social runs with local crews was great, at the expo we met our customers and made new friends. the marathon was a long social run and is always hard to finish. most importantly, we can conclude we attract runners of all abilities with our brand communication and product mix.

atelier 4T2.

the team is now preparing for the opening of our home, atelier 4T2. we aim to be ready by mid april. we'll share the process on socials. atelier 4T2 will carry products from likeminded brands like saysky, maurten and others.

production planning.

the most important information in this sales update is about production planning. we continue to offer the opportunity to partners to pre-order from the factory. please see details in next slides. we have incurred some delays due to supply chain challenges in asia.

the pipeline.

has been updated; a second color for one more will drop later this year. this color way won the votes on our socials, from instagram to strava.... it's a vintage punk rock inspired color scheme.

hugs from the team.

4T2

product flow.

eu stock.



available
5 april.



sundays.
shades of white.



ex factory
10 april.

ex factory
10 may



weekdays.
kind of blue.



get lost.
black flag /
yellow river.



one more.
yellow
personality.

ex factory
15 july.



weekdays.
vintage white.
re-production.

ex factory
end of aug.



get lost.
saysky edition.



one more.
new color.

ex factory
end oct.

new concept.
hybrid ultra trail.
sayonara.

ex factory
mid jan.

to be decided.

4T2

one more.

the concept.

one more lap, one more mile, one more race, one more try to improve, one more beer at the bar. one more is about the battles we all face. our limitations or better said, our lack of commitment to be the very best. and that is ok, because we're only human. still we want to run fast, really fast, or at least to feel fast.

the shoe.

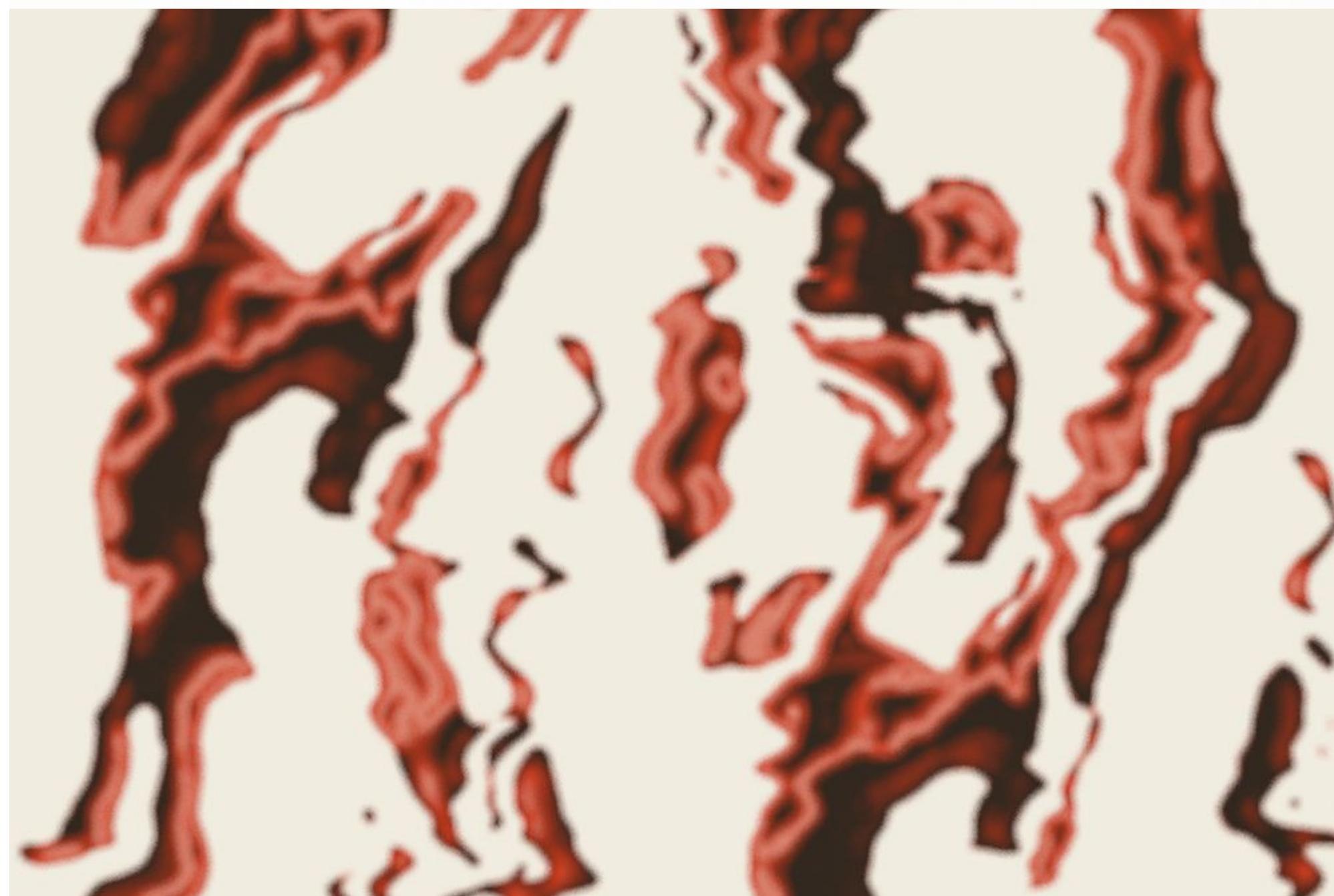
built on the flow and joie components, this is a 6mm drop shoe. we added a 2mm grippy rubber outsole which provides critical grip and minimal weight. a very breathable tight fitting upper does the rest. lace up and allez-allez. perfect for fast training and fast racing. non-plated to keep that natural ground feel. retail price +/- €175,-

the execution.

like our first launch color way, this version will have the randomized upper pattern making your left and right shoe uniquely different. a very subtle way of referring to the origins of punk. we called it 'red paper punk'.

online link for internal use only:

https://601d5yobxoex87rt-54875947097.shopifypreview.com/products_preview?preview_key=8c249c9287c0165167f3d3efce16b96d



4T2



order planning and conditions.

weekdays, vintage white **REPRODUCTION**: ex factory 15/07/24.

deadline pre-order is **29 march 24**.

one more, new color: ex factory end of aug.

deadline pre-order is **apr 15**.

all other style-colors will follow.

deadlines tbd. additional projects may pop up...

retailers.

eu stock is available for direct orders. we are not working with seasonal collections: as soon as product is in stock, it's available for delivery; dtc and btb. we don't force you to take huge quantities, feel free to reduce your risk.

pre-orders help us secure your needs and make our demand planning more effective so you don't miss out.

we can even ship pre-orders directly from the factory to you.

and you can easily reorder, we're flexible in terms.

distributors.

yes you can place pre-orders ex-factory by meeting the deadlines and moq. conditions will be favorable for you. moq 6 pairs carton / multiples of 6 prs.

we also allow pre-order from our eu purchase orders, just meet the deadline.

let's make running ugly again, stan.



gone running.