



SPRING / SUMMER 24

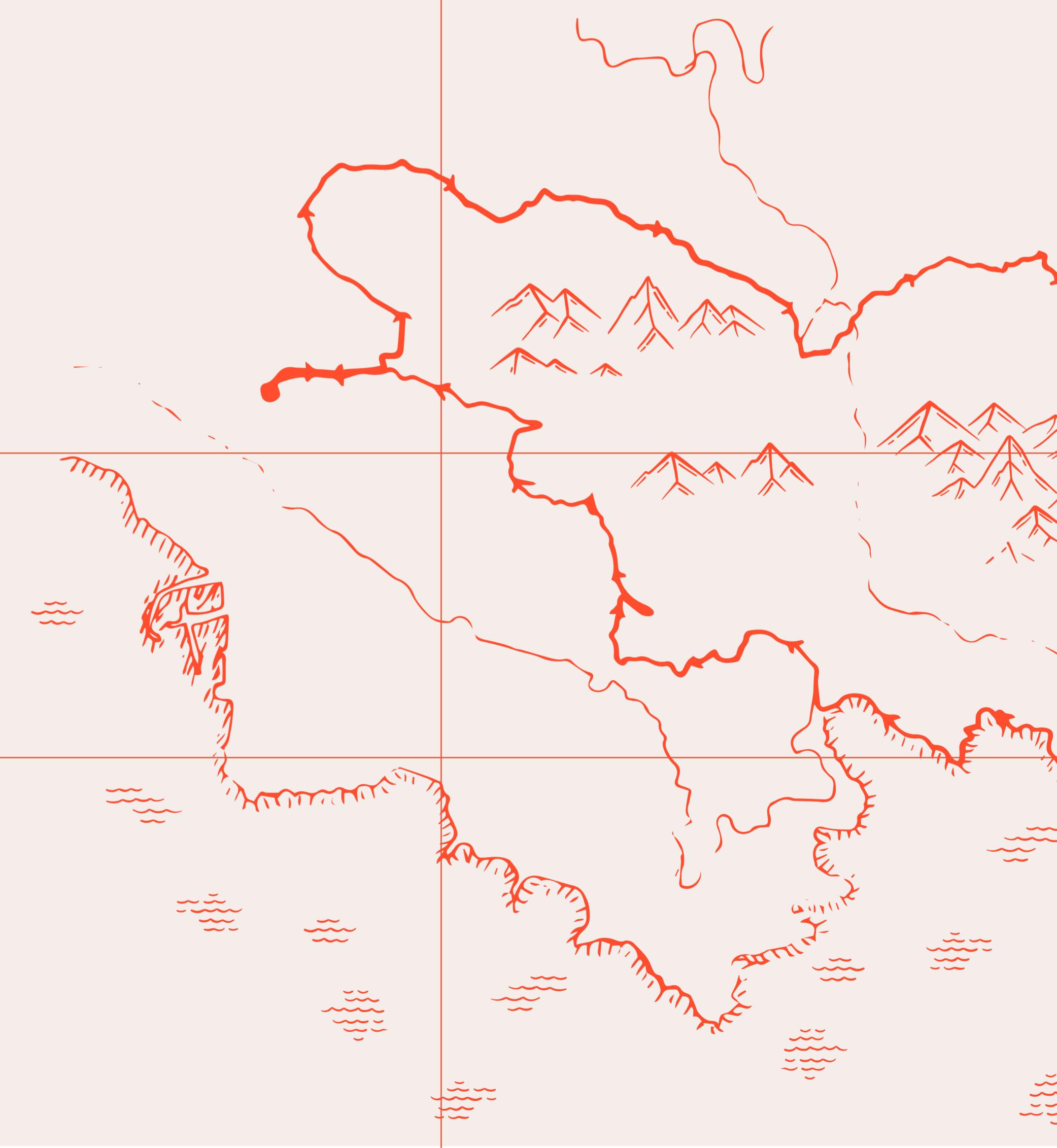
CHANCE↑

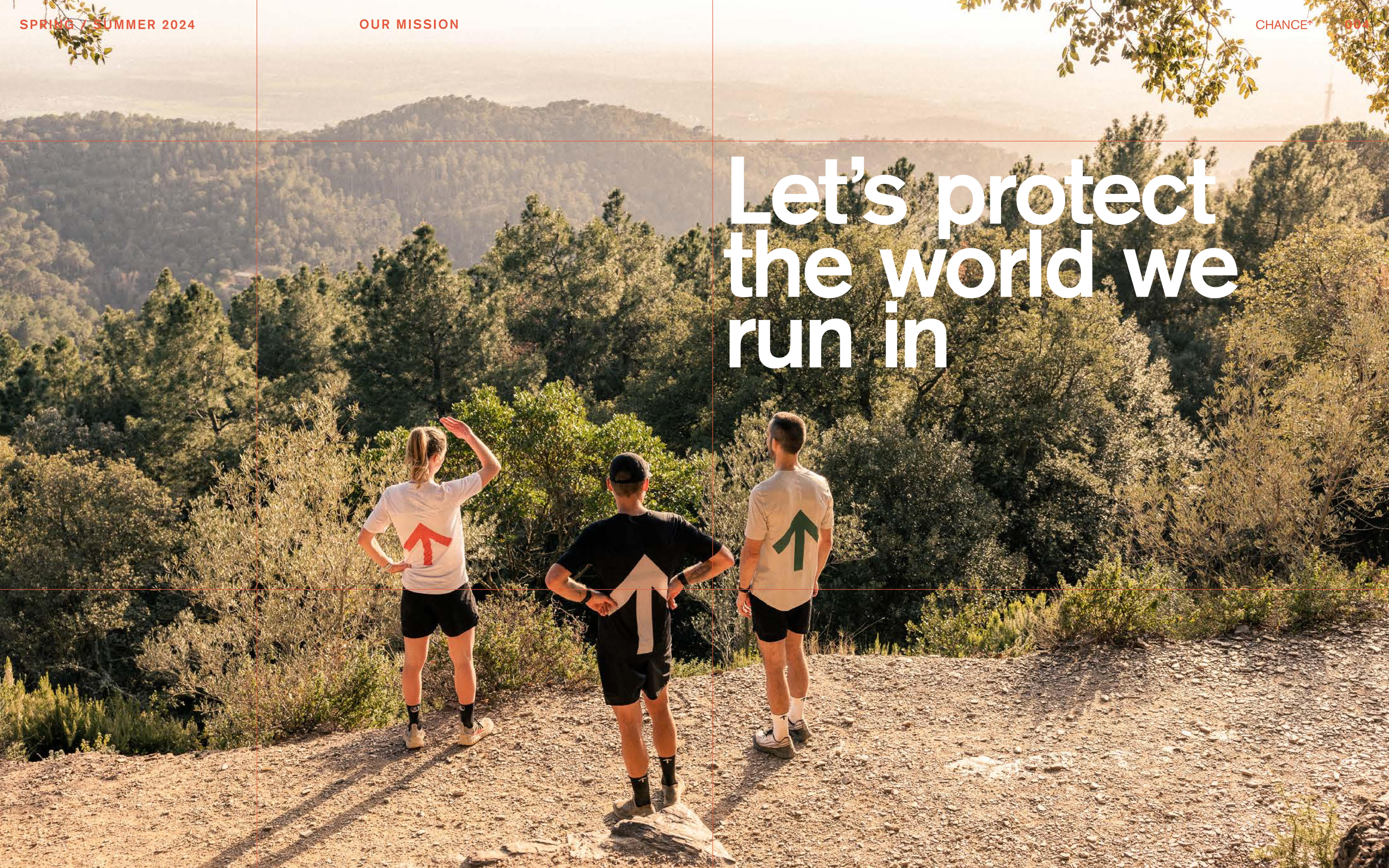
RETAIL LOOKBOOK



# WE WANT TO POSITIVELY IMPACT THE WORLD THROUGH RUNNING

To build a community of environmentally and socially conscious runners, empower them to make a positive impact on the planet through a series of schemes when they purchase Chance's range of high-performance, low impact and ethically produced running kit.





Let's protect  
the world we  
run in



At Chance, we make high-performance running apparel from more sustainable materials to improve every run without compromising the environment.

As consumers every item we wear is a vote for one practice or another. At Chance we want to encourage the running community to cast a vote for the environment and hope to make a tangible impact, however small, to the world of sports apparel.

41.9794°N  
2.8214°E  
Catalunya  
Girona



Chance is a vehicle for environmental action to help limit and reverse climate change with a focus on high-performance, aesthetically striking and sustainable running kit.



# Negative is the new positive

It is no longer enough for brands to make small and token gestures to try and marginally reduce and greenwash their impact on the planet. At Chance, we don't believe it is enough to be 'carbon neutral' – we will constantly strive to ensure that our impact on the planet is significantly 'carbon negative' and that we leave the world in a better place than we found it. Each item we sell automatically triggers a series of programs to help us protect the world in which we run:



# Carbon offset

Each time you purchase an item from Chance, you will be offsetting 200kg+ carbon with our partners Gold Standard — across multiple projects from providing energy efficient cooking stoves to the developing world, funding renewable energy projects or curbing deforestation.

# Trees planted with Tree Nation

Working with Tree-Nation, each purchase facilitates the planting of 2 trees in a way that maximises environmental, social and economic impact. Thanks to their on-going reforestation and conservation projects we can help to restore forests, create jobs, support local communities and protect biodiversity.

# Ocean-bound plastic removed

For every item sold, Chance will remove 1kg of ocean-bound plastic waste before it enters the most precious ecosystem on Earth. We work with Cleanhub to build smart plastic waste infrastructure in critical regions to collect and process plastics at scale.

# 1% for the Planet

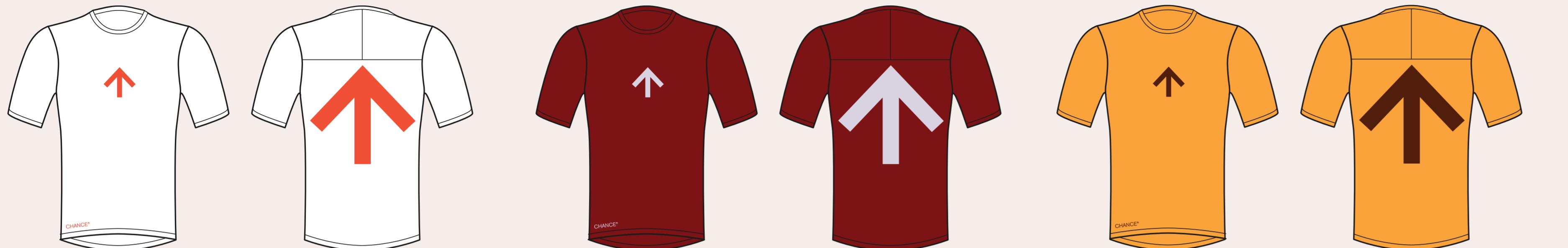
Whilst it is a founding principle of Chance to contribute significantly more than 1% of annual sales to environmental causes, we recognise the incredible work that the organisation is able to do by harnessing action on a global scale through a powerful, and highly visible, movement.



A woman in a teal t-shirt and black shorts is shown in mid-stride on a rocky mountain ridge. She is wearing white sneakers and has a white logo on her shorts. The background features a vast, hazy mountain range under a clear sky. A red vertical line runs down the center of the image, and a red grid is visible in the lower half.

SPRING / SUMMER  
2024

# SPRING / SUMMER 2024



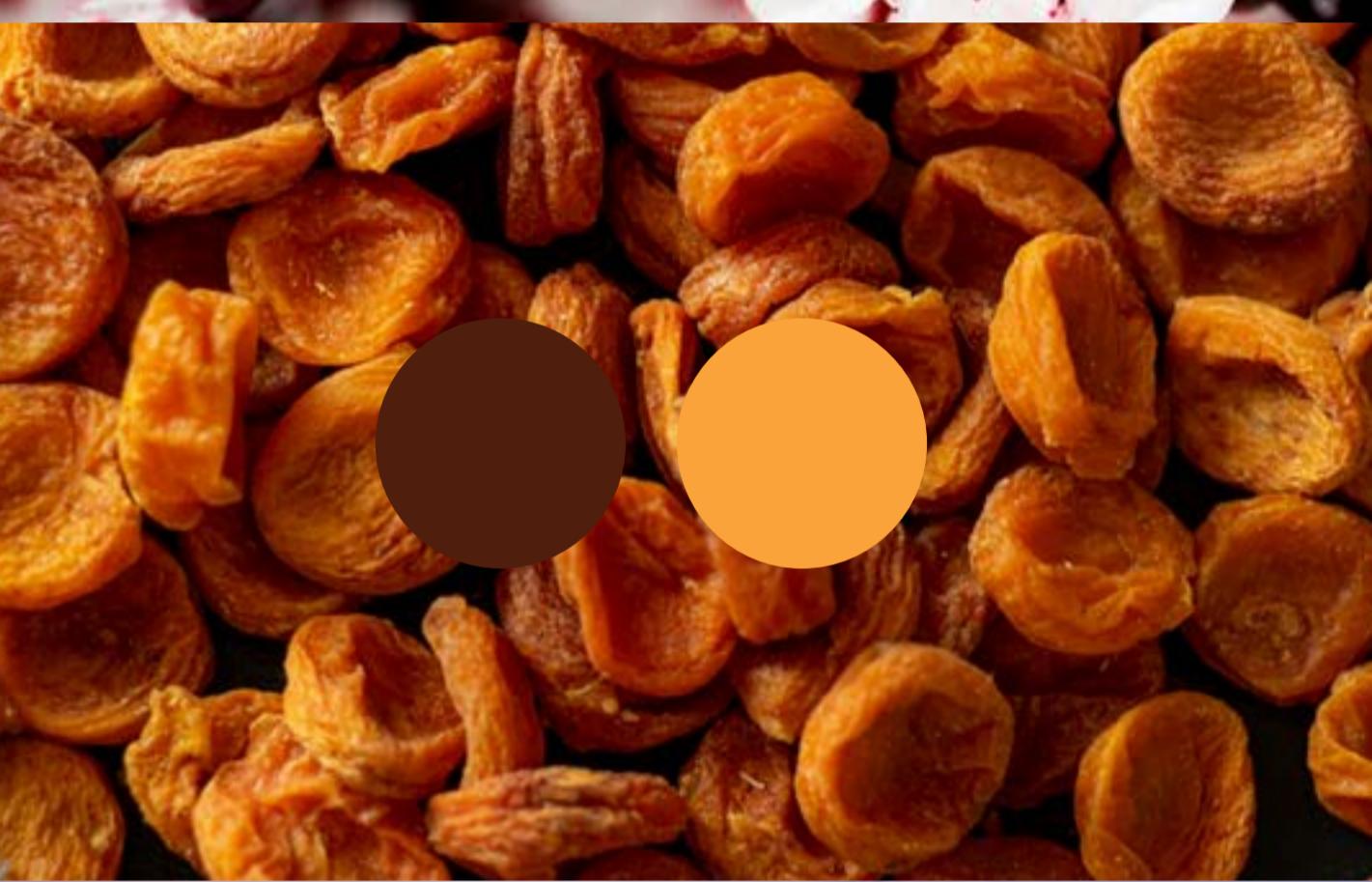
AROW Lightweight Short Sleeve



AROW Lightweight Long Sleeve



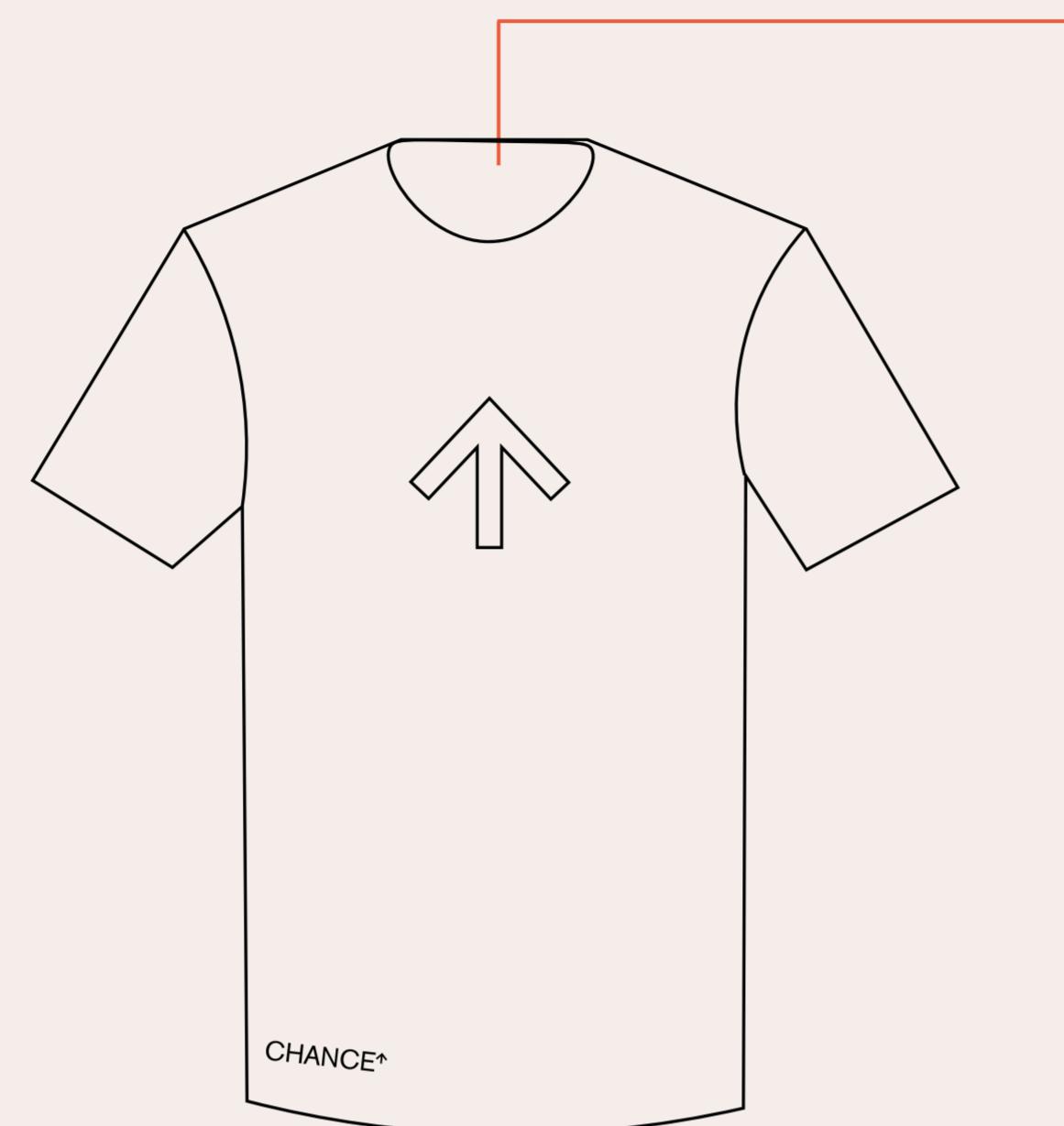
Performance Merino Tee



# ARROW LIGHTWEIGHT TEE



Designed to withstand the rigours of running ultra-distance trails, but equally at home on a shakeout, our signature AROW Lightweight Tee is unisex, feather-light at 90g, moisture wicking and highly breathable.



Mix of bonded and baseball  
seams for comfort

90g

4-way stretch woven fabric  
to rapidly wick sweat



Chance symbol on the chest and  
spanning across the entire back

Moisture wicking  
and highly breathable

100% recycled Italian fabric

## Environmental Impact

- ⌚ 200kg Carbon Offset
- 🌲 2 Trees Planted
- ♸ 1kg Plastic Removed
- ➊ 1% For The Planet

White and Ordnance Orange



Red Dahlia and Orchid Tint



Apricot and Smoked Paprika



Stormy Sky



Morning Sky



# AROW LIGHTWEIGHT LONG SLEEVE

Designed, tested and made for you to explore the world with your feet. Designed to withstand the rigours of running ultra-distance trails, but equally at home on a shakeout, our signature AROW Lightweight Long Sleeve is unisex, feather-light at 95g, moisture wicking and highly breathable.



4-way stretch woven fabric to rapidly wick sweat

Long sleeves cut just above watch for ease

Chance symbol on the chest and spanning across the entire back

Mix of bonded and baseball seams for comfort

95g

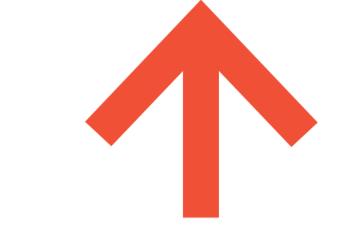
Moisture wicking and highly breathable

100% recycled Italian fabric



## Environmental Impact

- ⌚ 200kg Carbon Offset
- ⬆️ 2 Trees Planted
- ♻️ 1kg Plastic Removed
- ➊ 1% For The Planet



White and Ordnance Orange



Red Dahlia and Orchid Tint



Apricot and Smoked Paprika



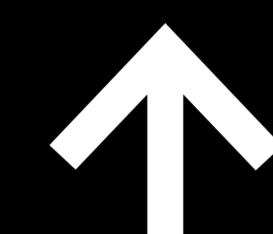
Stormy Sky

# ARROW SINGLET

Our signature AROW Singlet is unisex, feather-light at 75g, moisture wicking and highly breathable. It works hard when you do, allowing the skin to breathe in intense performance conditions.



-  **200kg Carbon Offset**
-  **2 Trees Planted**
-  **1kg Plastic Removed**
-  **1% For The Planet**



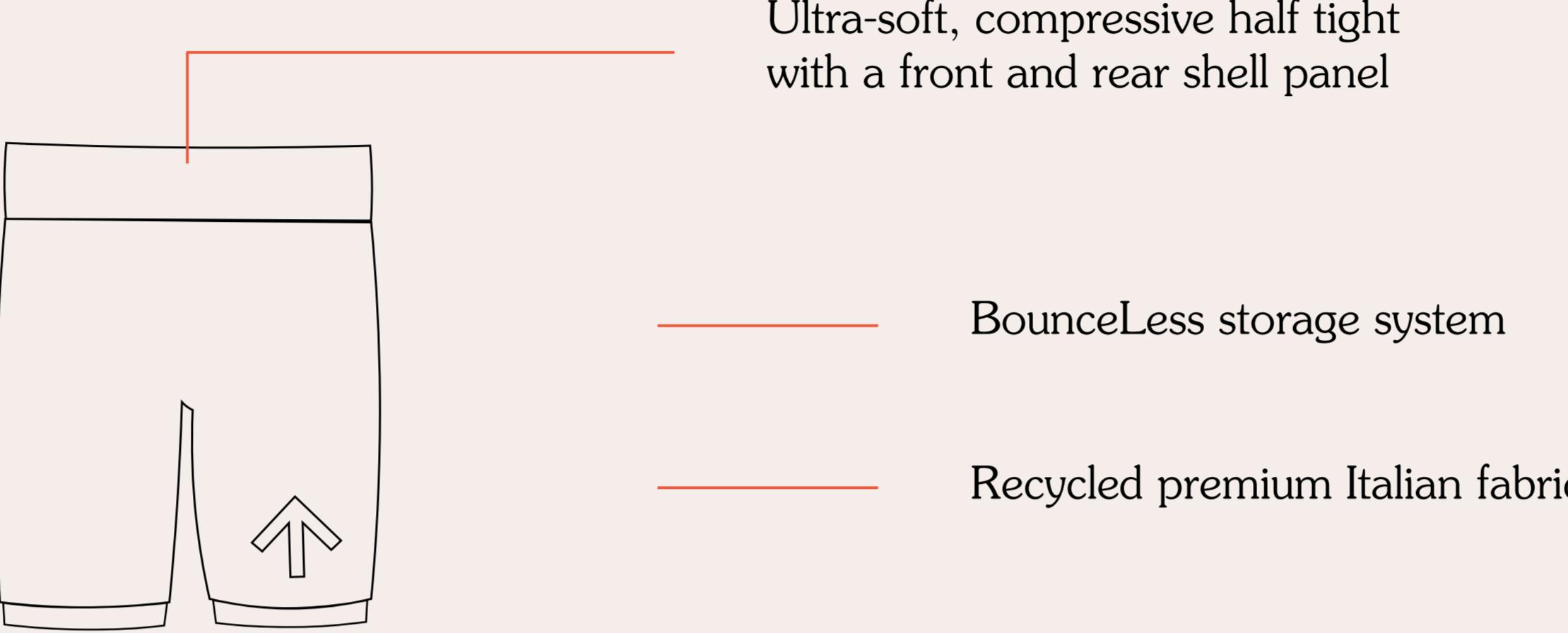
Black and white



Morning Sky

# AROW ULTRA SHORT - MEN'S

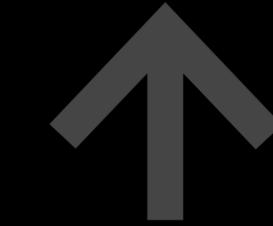
Our AROW Ultra Short is designed to handle anything your run throws at you; whether that's a 5km shakeout or a 100-mile ultra-marathon. Developed over 2 years of training and racing, the AROW Ultra Short delivers unparalleled functionality and comfort whenever and wherever you need it, incorporating our proprietary BounceLess storage system - a fully integrated skin-tight waistband storage solution.



Ultra-soft, compressive half tight with a front and rear shell panel

BounceLess storage system

Recycled premium Italian fabrics



Black and black

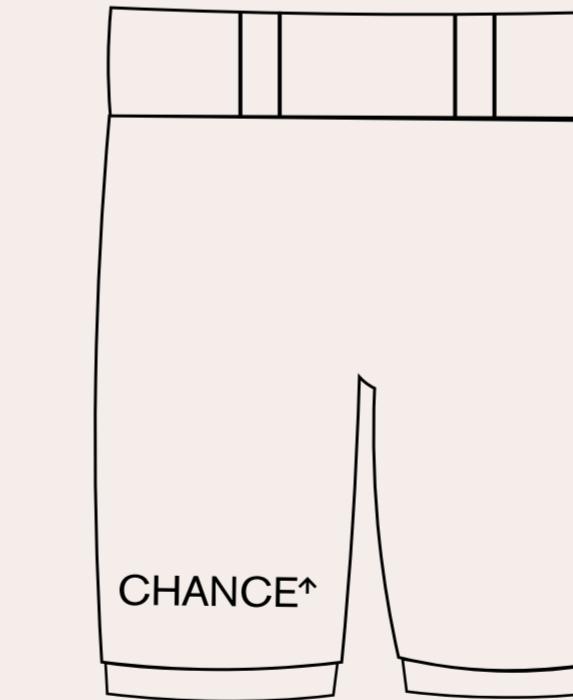
Loops to carry poles or jacket

Lightweight internal key pocket

Laser cut hems and flat-locked seams reduce irritation

Two easily accessible cargo pockets

Chance symbol on the shell (front and rear)



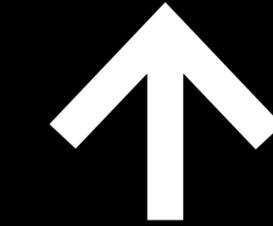
Environmental Impact

⌚ 200kg Carbon Offset

🌲 2 Trees Planted

♸ 1kg Plastic Removed

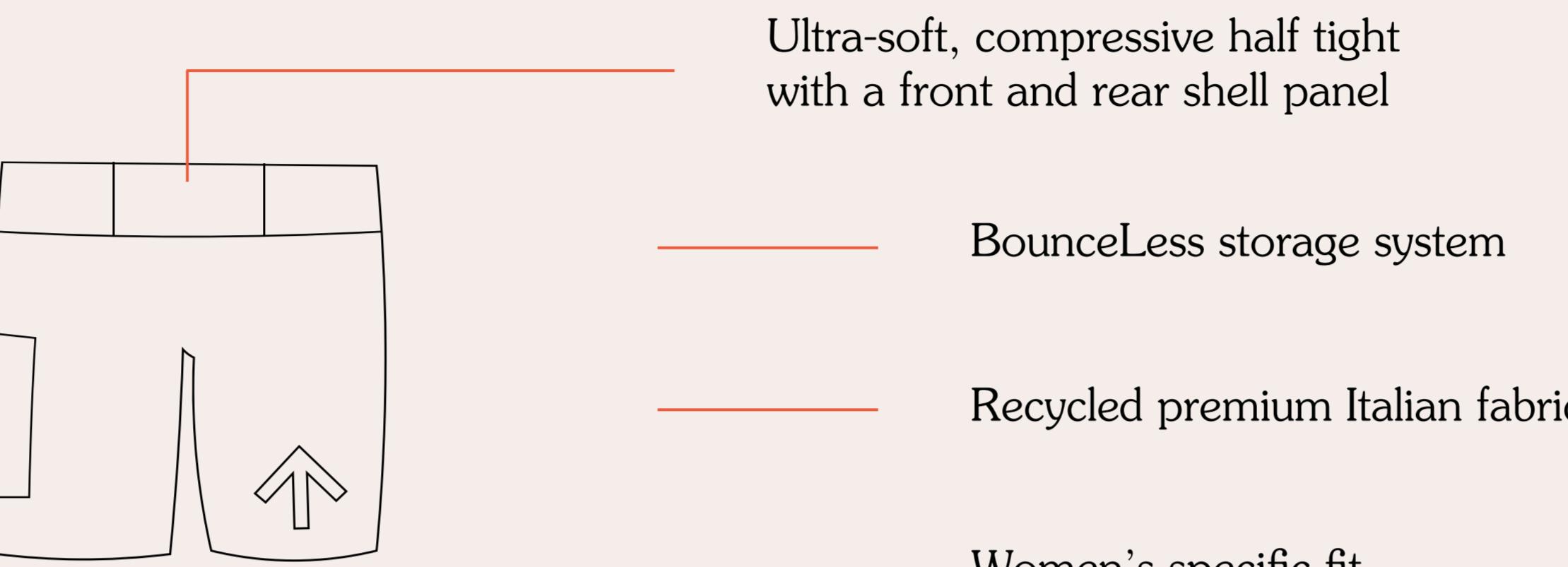
⌚ 1% For The Planet



Black and white

# AROW ULTRA SHORT - WOMEN'S

Our Women's AROW Ultra Short is designed to handle anything your run throws at you; whether that's a 5km shakeout or a 100-mile ultra-marathon. Developed over 2 years of training and racing, the Women's AROW Ultra Short delivers unparalleled functionality and comfort whenever and wherever you need it, incorporating our proprietary BounceLess storage system- a fully integrated skin-tight waistband storage solution and a women's specific cut.



Loops to carry poles or jacket

Lightweight internal key pocket

Laser cut hems and flat-locked seams reduce irritation

Two easily accessible cargo pockets

Chance symbol on the shell (front and rear)



## Environmental Impact

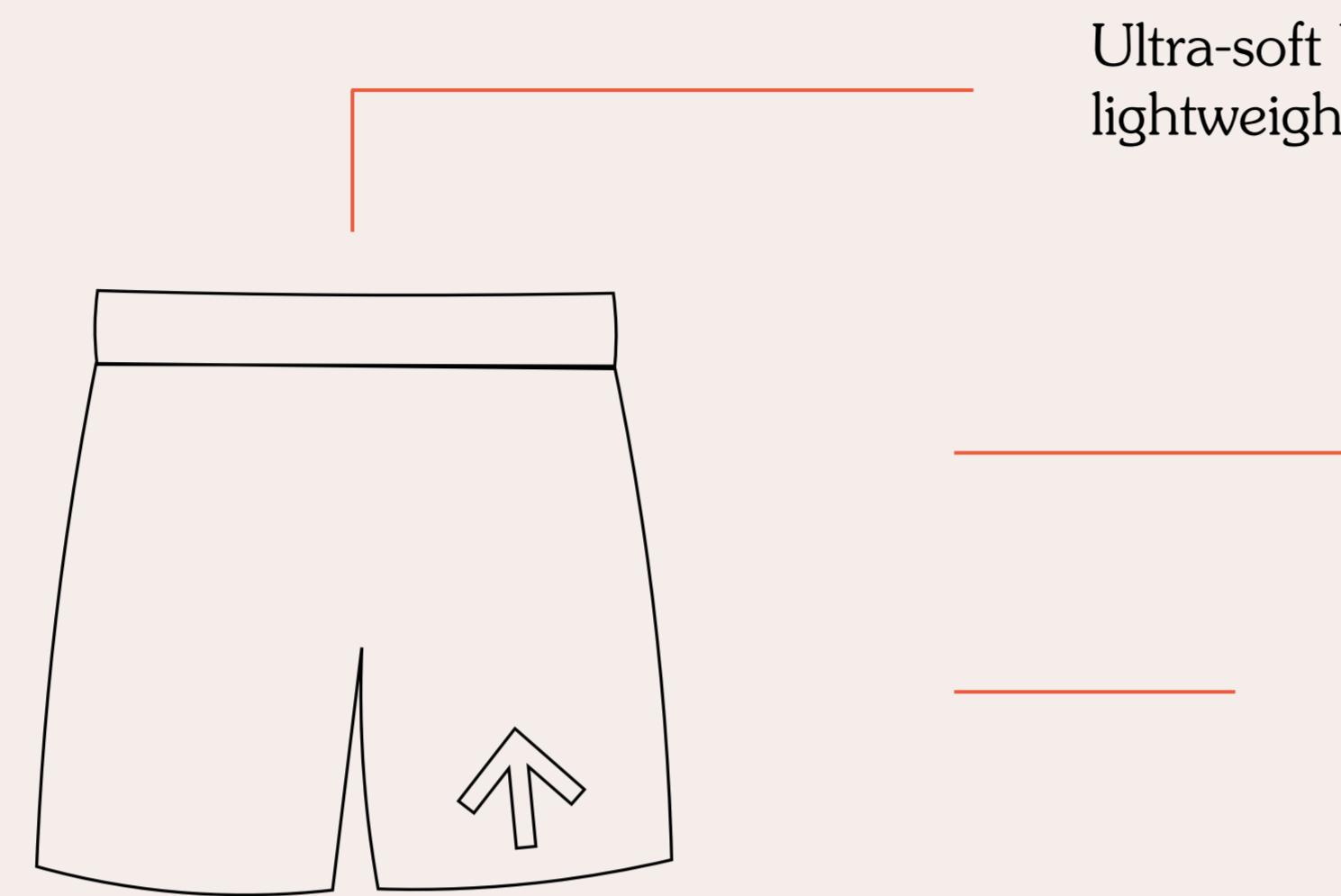
- ⌚ 200kg Carbon Offset
- ⬆️ 2 Trees Planted
- ♻️ 1kg Plastic Removed
- ⌚ 1% For The Planet



Black and white

# AROW MARATHON SHORT

Our AROW Marathon Short is designed for training and racing short, medium and long distance. Taking cues from our AROW Ultra Short, the Marathon incorporates a slimmed down BounceLess storage system - a fully integrated skin-tight waistband storage solution and has an ultra-soft brief liner for comfort.



BounceLess storage system

Lightweight internal key pocket

Chance symbol on the shell (front and rear)

Ultra-soft brief and lightweight outer shell

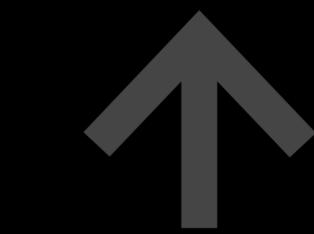
Recycled premium Italian fabrics

Laser cut hems and flat-locked seams reduce irritation

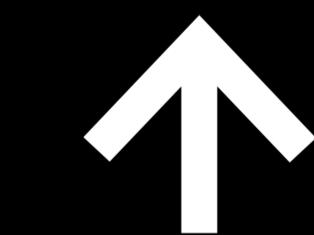


## Environmental Impact

- ⌚ 200kg Carbon Offset
- ⬆️ 2 Trees Planted
- ♻️ 1kg Plastic Removed
- ₁ 1% For The Planet



Black and black



Black and white

# AROW SPRINT SHORT

New for SS24, the AROW Sprint Short is designed to perform at speed. A take on the classic split short, it's the perfect product for speed sessions (both training and short races) when weight and freedom are key. Featuring the same ultra-soft brief liner as our Marathon Short and a super light, highly breathable woven shell with a side split (including removable stitch to open the split wider). With loops for carrying two gels and an internal key pocket, the AROW Sprint Short screams 'PB'.

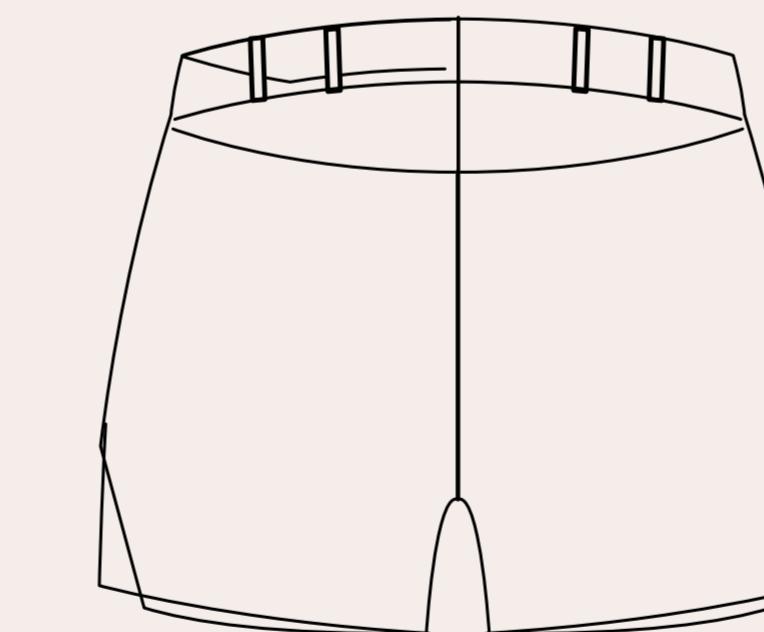


- Lightweight internal key pocket
- Chance branding on the thigh
- Side split with removable stitch

Loops for carrying gels

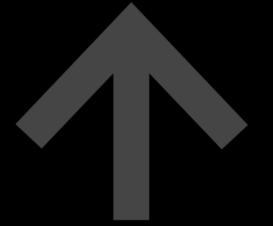
Super light, breathable shell

Ultra-soft brief liner

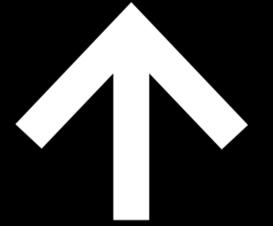


## Environmental Impact

- 200kg Carbon Offset
- 2 Trees Planted
- 1kg Plastic Removed
- 1% For The Planet



Black and black



Black and white

# LIGHTWEIGHT TRAIL SOCK / PADDED TRAIL SOCK

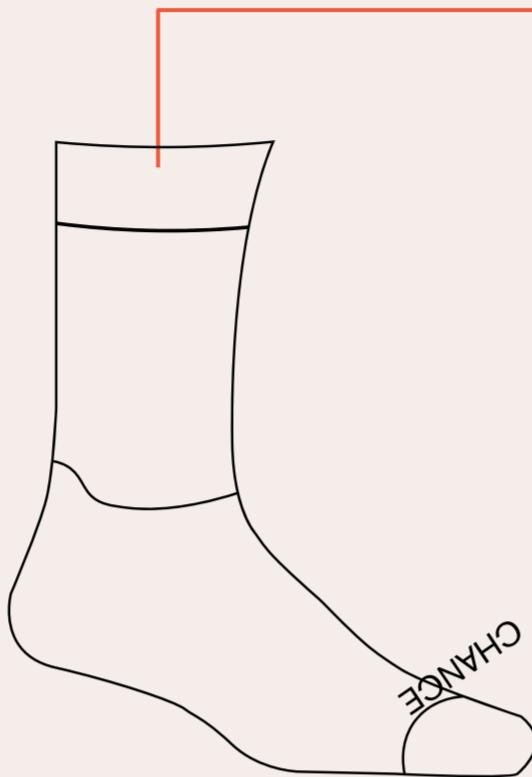
Our sock range are bio-based, with an all-over mesh construction engineered for breathability, comfort and targeted compression for all of your running adventures. Made of plants, for the exploration of nature. Available as either Lightweight or Padded, featuring additional padding in the mid foot, either will keep your footing sure whether on a recovery run or at the business end of an ultra-marathon.



Chance symbol on rear

Available as either  
Lightweight or Padded

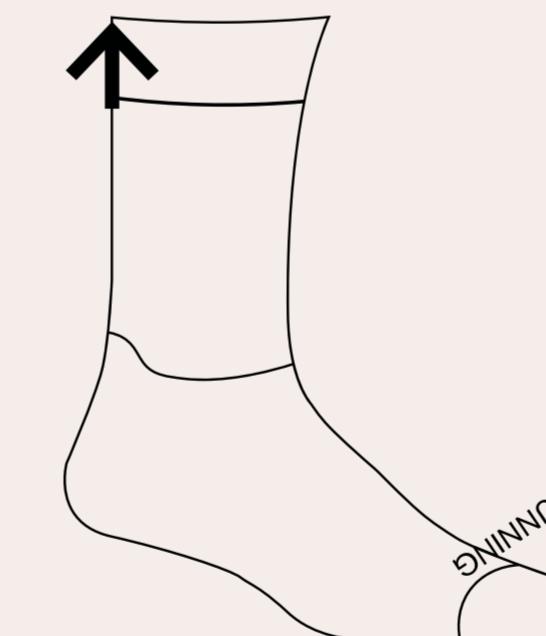
Built in bacteriostatic qualities  
keep odours at bay



Unique bio-based materials,  
derived from castor beans

Lightweight and minimal  
construction

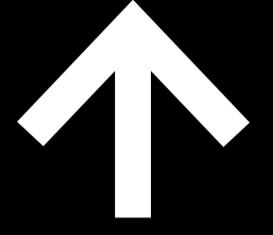
Mid-calf fit offers  
targeted compression



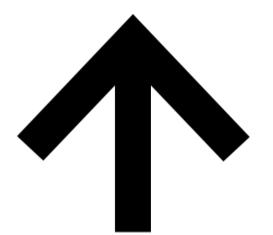
Environmental Impact

3 Trees Planted

1% for The Planet



Black and white



White and black



Black and ordnance orange



White and ordnance orange

# MERINO PERFORMANCE TEE

Our Merino Performance Tee is designed to regulate your temperature, naturally control odor and keep you comfortable no matter the conditions. A blend of merino, recycled polyester and elastane combines the natural thermoregulation of merino with the performance characteristics of man-made fabric for our most versatile tee yet.



115g

High performance fabric

Fast drying, naturally odor resistant

Repuña seam for comfort

Chance logo on front and  
Run The Land on rear

Looser fit designed for  
every day comfort



## Environmental Impact

- ⌚ 200kg Carbon Offset
- ⬆ 2 Trees Planted
- ♻ 1kg Plastic Removed
- ₁ 1% For The Planet

run  
the land

Clay and yellow

run  
the land

Grey and white

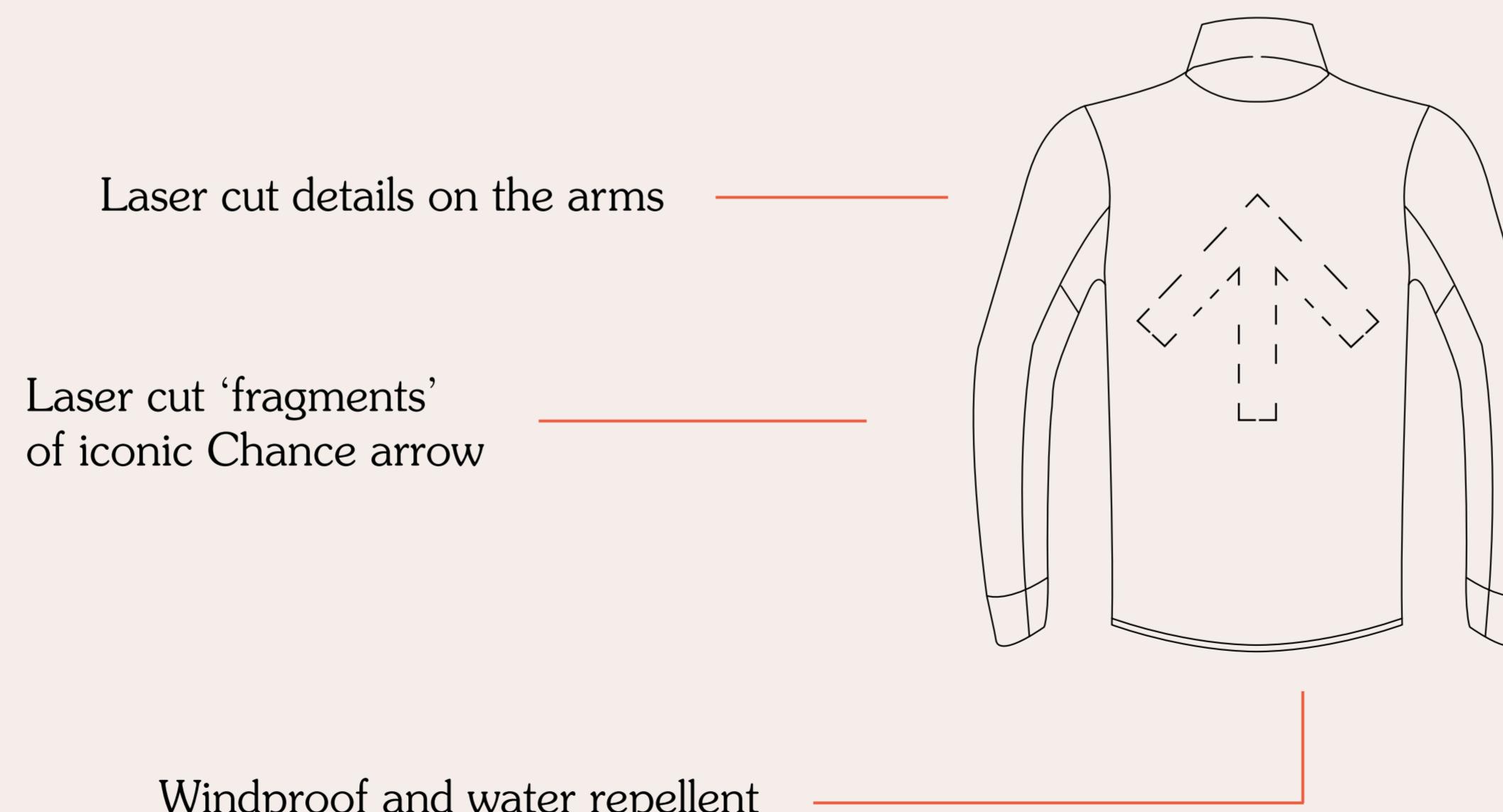
run  
the land

Golden mist and sea turtle

# AROW WINDBREAKER

New for SS24, the AROW Windbreaker is the first in our Fragments Program; utilising exceptional fabrics that are considered 'deadstock' or 'over orders'. The Fragments Program enables us to manufacture small runs of class-leading products with fabric that would otherwise go to waste.

The AROW Windbreaker is super lightweight and packable designed for training runs and shorter races. Both windproof and water repellent, it features, a two way zip with pulls for regulating temperature, breathable sections under the arms and laser cut details on the forearm. Featuring a reflective Chance logo on the front and laser cut 'fragments' of the iconic Chance arrow on the rear for increased airflow and a nod to our new program. Weighing only 100g, it packs neatly into an internal pocket for easy carrying, in either shorts or pack.



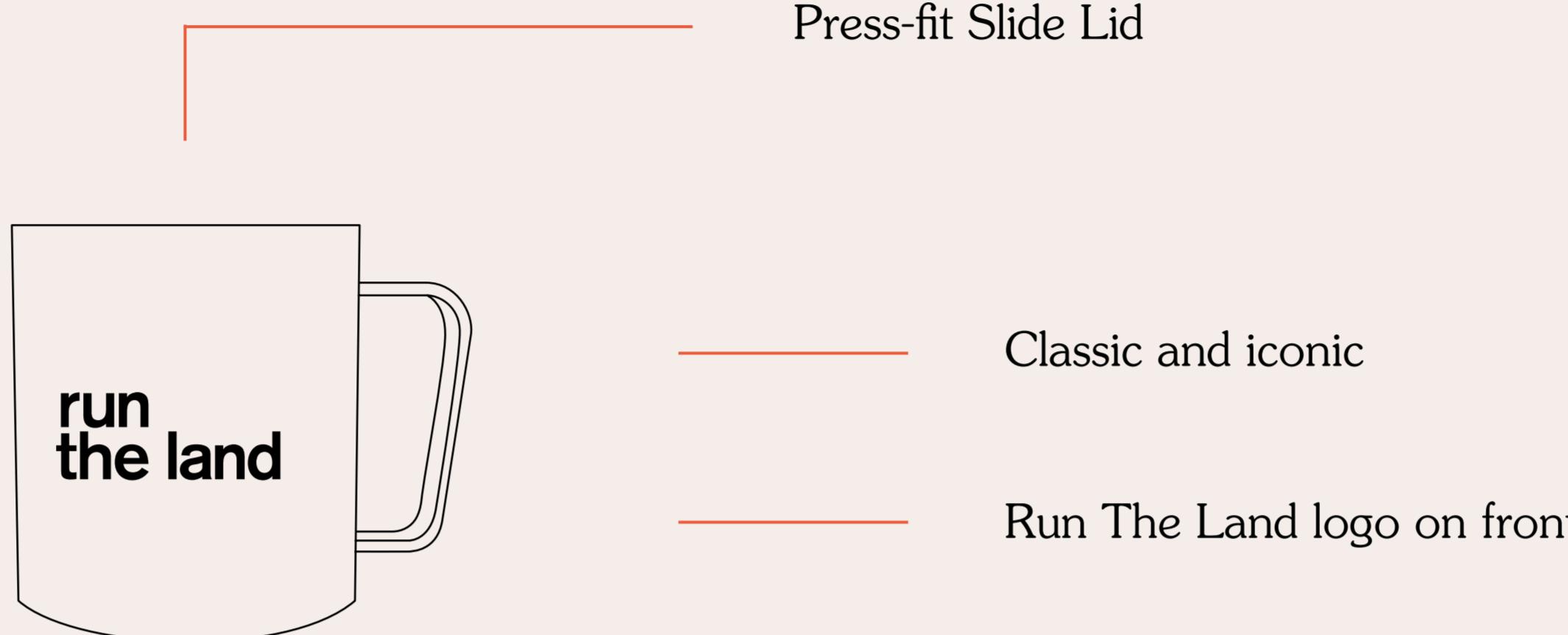
Black and black

## Environmental Impact

- ⌚ 200kg Carbon Offset
- ⬆ 2 Trees Planted
- ♻ 1kg Plastic Removed
- ⌚ 1% For The Planet



In a throwback to the campfire mug of past generations, the MiiR Camp Cup takes on beauty, durability and functionality in one fell swoop, making it loveable for all the right reasons (and impossible to own too many). Perfectly paired with the Press-fit Slide Lid. Slide to cover the mouth opening when not in use for an extra dose of insulation and splash-proof peace of mind.



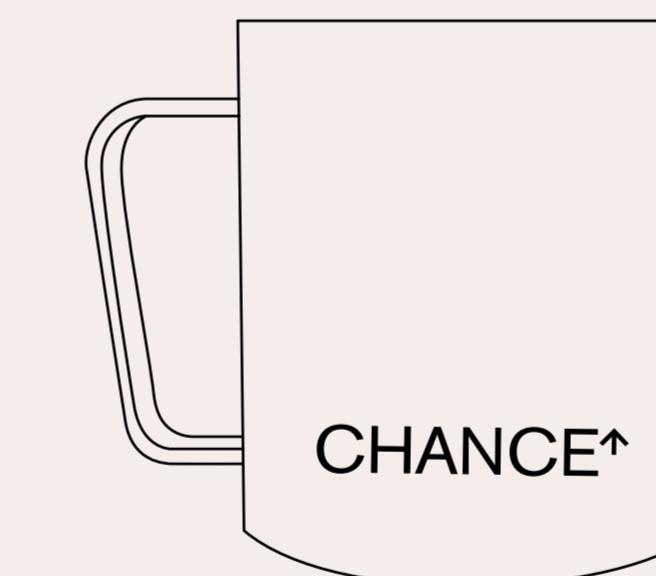
Press-fit Slide Lid

Classic and iconic

Run The Land logo on front

Compact size

12oz



run  
the land

Grey and yellow

Environmental Impact

3 Trees Planted

1% For The Planet



CHANCE<sup>↑</sup>



With an eye firmly on our environmental footprint and underpinned with a commitment to our community, our first range was developed, prototyped and manufactured in Girona. As we've grown, we've began working with a company widely regarded as the leading high-performance sports apparel manufacturer in the world. Based in Portugal, they have impeccable ESG standards and, like our first partner, produce high-quality garments in working conditions that are a world away from typical sporting apparel manufacturers.

We are proud to show that high performance need not come at a social and environmental cost.

Maximum performance, minimal footprint.



Five trillion plastic bags are produced worldwide annually. It can take up to 1,000 years for a bag to disintegrate completely. Let's do better.

We work with a local manufacturer here in Girona, who create packaging that behaves like organic waste, allowing it to be returned to the biosphere through composting. This bag offers the same level of durability, protection and shelf-life of traditional plastic, but being made of fully compostable polymers it can enhance our environment rather than damaging it, if disposed of responsibly.





JOIN US ON  
OUR JOURNEY  
TO POSITIVELY  
IMPACT THE  
WORLD THROUGH  
RUNNING

Contact us for more info  
[tom@chancerunning.com](mailto:tom@chancerunning.com)



CHANCE<sup>↑</sup>