



Run Positioning

As of May 2023

RUN DIFFERENT

We are inspired by the trail-blazers, space-makers and status-quo-breakers that are making running a more diverse, more empowered and more mindful experience. They Run Different. And Running will never be the same.

Running is tough to define.

It might seem simple enough at first, people putting one foot in front of the other. Until you realize every single one of those feet are different. And where those people go with them, and how they go, is impossible to put into words. And that's fine by us. We'll never try to define running. Because this era of Running is defined by its very lack of definition. Running isn't about what you look like, or how your body is built. Running doesn't care where you're from, or what you call yourself, Or even if you call yourself a runner. Running is about the feeling you get when you're doing your own thing. A familiar rhythm that only you can find. Undefined, unpolished and unlike anyone else's. So don't run like your uncle, or your idol. Don't run like the wind, or like someone you saw in a running ad once. Run with passion and without precedent. Run with your quirks, to all your embarrassing songs, Away from the crowd and toward your truth. Run like only you know how to. And like no one else can.

Run Different.





Thanks!