



AQO

Brandbook



# What is it about..

AQO IS INNOVATIVE COLLECTIONS ENGINEERED FOR AN ACTIVE LIFESTYLE. FAVORITE EVERYDAY PIECES WHICH ARE EASY TO MIX AND MATCH. INNOVATIVE FEATURES AND DESIGNS INTEGRATED INTO WARDROPE STABLES.

VERSATILE. DURABLE. FLEXIBLE. INNOVATIVE.

ESTABLISHED 2018





# Agenda

**THE MISSION**

**THE DNA**

**THE FACTS**

# THE MISSION



## ACTIVE LIFESTYLE MEETS FASHION CONSCIOUSNESS

Our collections are build for an active lifestyle, where sport and physical activity are an integrated part of daily life. A visit to the skatepark in the lunchbreak or shooting hoops after work. AQO collections are designed and build for a borderless an intuitive mindset.



## DURABLE AND FEATURE ORIENTED

All styles are tested vigorously for durability and functionality.



## KEY STYLES

We have teamed up with national skateboarders and parkour teams for testing and feedback purposes to ensure we incorporate fabrics, details and fits that can withstand the test of time.

ODENSE, DENMARK



Launched in 2018 AQO  
has experienced  
continued growth both  
from new retailers and  
increased spent existing  
retailers.

AVERAGE COLLECTION SIZE

75 styles

RETAILERS WORLDWIDE

+80

AVERAGE RETAILER SPENT

— \$6500

COLLECTIONS PER YEAR

2-4

A photograph of a shower stall with white square tiles. Three showerheads are mounted on the wall. The text is overlaid on the left side of the image.

**THE DNA**

**INNOVATIVE**

**DURABLE**

**SPORT**

**VERSATILE**



# Editorial

By always pursuing designs, solutions and fabrics that sustain and compliment our commitment to being the go-to-brand for versatile activewear transcending what both classic menswear and normal sportswear has to offer. That dynamic is the key to AQO growths and success and the DNA of everything we create.

**aquestionof.net**

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# The Team

- CEO – Thomas
- Sales – Michael / Simon
- Branding, Marketing – Luca
- Production, Logistics – Daniel / Anders
- Design – Karina / Bettina
- Graphics, Visuals – Kitt / Sofie