



d+k active  
Press Kit

Empowering you to move freely, dk active is for everybody and every body. Founded in 2017 by Danielle Kay, dk active is one of the first sustainable, Australian made activewear brands.

Made ethically from our HQ in Brisbane, Australia, we use our custom Elixir fabric, Italian Lycra, organic bamboo and recycled elements (where possible), to ensure you're as comfortable doing squats as you are running errands.

## At DK Active we are:

- Inclusive (everybody and every body)
- Fun and lighthearted but not silly
- Tongue in cheek but not rude
- Australian made and proud
- Ethical and sustainable
- Friendly and relatable
- Aspirational and inspirational



# FOUNDER



“We never want anyone to feel they can’t wear our clothes or be a part of our community. This comes through in the way we communicate with customers, our social presence as well as our online presence.”

“Fitness for me is more of a lifestyle – there is nothing better than my morning walk with my husband and dog then either having a long stretch, practicing yoga, going to the gym or some boxing.”

Danielle Kay is the woman behind dk active. Officially launching in 2017, Danielle wanted to create an activewear brand that mirrored her ethos character, views on fitness and was constructed for all people. Diversity, inclusiveness are what matters closely to the hearts of Danielle and the dk active team.

"To sacrifice our environment for our own convenience just doesn't sit right with me." As founder of a sustainable brand, Danielle has visions for her brand far past her garments. She believes the fashion industry has an enormous impact on the environment, and that is something we refuse to ignore.

> We are proud to say that our factory meets all Australian standards for ethical clothing manufacturing.

> Our garments are designed, cut, and sewn locally. We've reduced our clothing kilometres by housing our entire team (including distribution) under the one roof at our Brisbane Headquarters.

> dk active headquarters sustainably manufactures its own energy needs - in fact last year we generated more power than we used! Any excess electricity we generate is fed straight back into the grid.

> Where we aren't able to reduce or reuse - we recycle! Our headquarters has recycling processes set in place for everything from pattern-making paper to the coffee pods that power our staff. We even use scrapes of fabric as filling for boxing bag companies.

> We work only with high quality, sustainably produced textiles that have minimal environmental impact. We invest in the latest and most innovative technology to ensure we stay ahead of the game.

> We are certified under the Australian Made campaign.



# SUSTAINABILITY

# FABRIC



dk active aims to use the highest quality material without compromising the Earth's natural resources. We've also taken the lead to develop a specialized Elixir fabric that is comfortable, soft, sweatproof, and squat proof.

> Our fabric cutting machine is designed to reduce power consumption and remain reliably environmentally friendly. Multiple garments are meshed into the one cut, so that there is minimal wastage on larger panel.

> Our fabric manufacturers are hand selected and include OEKO-TEX 100 rated factories, which is the best environmental rating.

> After the initial stage of selecting fabrics, we request samples to test and trial. We create a sample garment from this fabric, which is then trialled in our HQ gym along with multiple wash and wear tests to ensure the fabric is up to the perfect d+k standard.

> Our leftover scrap fabric is always repurposed. We use it in our sampling department, in manufacturing to test the sewing machines before use, fill boxing bags at local gyms or sent to local colleges for use by design students.

# RETAILERS

The Iconic

The Market

Zalora (Asia)

25 stores under the Frontline retail group

3 Intersport Stores

Zozii

Move Athletica

Style Active by Chloe

GB Sports

Folly and Jane

Boho Republic

Stride Store



d+k active

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## PRESS INQUIRIES

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