SHEWARRIOR

SHEWARRIOR

STAND UP

Are you looking for activewear that looks good, feels good and does good?

Our collections are locally made in the USA usingsustain-able production processes.

STAND OUT

Feeling a little bored of athletic wear that doesn't put fashion first?

Stop benching your style. Dress like a champion with activewear as fearless as you.

POWER THROUGH

Does your closet lack boxing attire as dynamic as you are?

Enhance your performance in the ring and in training with apparel designed for female boxers.

SUSTAINABILITY

We ensure all She Warrior collections are locally made in the USA.
Our sustainable production house uses waterfree dyeing processes
and spins synthetic fibres from 100% upcycled plastic.

- **PRODUCED ON-DEMAND**
- **OUR PRODUCTS ARE MADE JUST FOR YOU WHEN YOU ORDER SO NO WASTE.**
- **MADE IN THE U.S.A**
- **WATER-FREE DYEING PROCESS**
- **100% MADE FROM UPCYCLED PLASTIC**
- **ANTI-MICROBIAL, MOISTURE-WICKING PERFORMANCE ATTRIBUTES**

BRAND

Founded by Natlyn Jones , wife and partner to boxing legend Roy Jones Jr. SheWarrior® is shaking up the male-dominated stereotypes that surround boxing and strength, and inviting women to "jump into the ring" and reap the benefits, both physical and mental. A women's athleticwear brand, SheWarrior focuses on how building strength and stamina can help women to be assertive, strategic, and unapologetic, inside and out. SheWarrior recognizes that women so often put their own needs after their loved ones, and aims to honor the inner fighter inside every woman, challenging them to embrace themselves, champion their personal victories and celebrate their bodies. SheWarrior is here to support women in both their workouts and daily lives, pairing function with fashion.

DEMOGRAPHICS

TOP COUNTRIES
United States
United Kingdom
Canada

GENDER
69.80% Women
30.20% Men

AGE RANGE
18-34 - Primary
35-54 - Secondary

SHEWARRIOR

NATLYN JONES

founder of SheWarrior®, is the newest — and toughest — entrepreneur to enter the athleticwear space. Wife of boxing legend Roy Jones Jr., and a boxer and trainer herself, Natlyn is a champion of female empowerment.

As an African American mother of three and Florida native, Natlyn is the embodiment of strength with a welcoming, yet fierce, entrepreneurial spirit, which led her to launch SheWarrior in 2019, a boxing inspired athleticwear brand geared towards women who are ready to raise a fist. Through the brand, Natlyn is working to redefine what boxing means to women, and inviting them into the ring to nurture and grow their fighting spirit. Natlyn's mission, and passion, is leading women toward championing their health, wellness and inner warrior.

“ Embrace every challenge as the strong and confident woman you are.

COLLECTIONS

ROUND ONE CAPSULE 01

K.O. CAPSULE

ROUND ONE CAPSULE 02

CHAMPIONS CAPSULE 01

CHAMPIONS CAPSULE 02

BODYWORK CAPSULE

YOU V.S.YOU CAPSULE

RUMBLE CAMO CAPSULE

ALL BLACK ESSENTIALS

DREAM CHASER

WINNERS CIRCLE

COPPER TONE

SHEWARRIOR

PRESS

NEW YORK POST

Forbes

yahoo! lifestyle

THRIVE GLOBAL

Women's Health

BRIT+CO

E!

BEST PRODUCTS

WELL+GOOD

ITK.

DECO DRIVE

yahoo! finance

STRONG FITNESS MAGAZINE

LAFM

GOOD HOUSEKEEPING

iHeartPODCAST NETWORK

woman's day

totalbeauty

Hamptons.com Live Local

WBNN

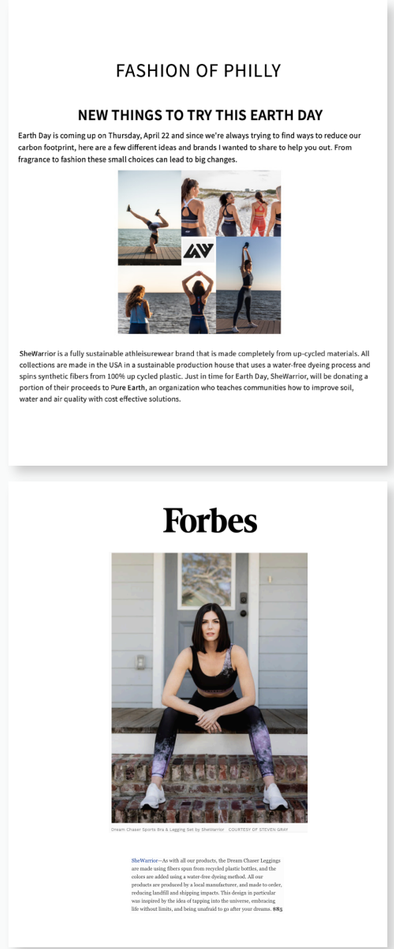
THE KNOCKTURNAL

msn

PASSAGE TO PROFIT MOVING IDEAS

FLIPBOARD

Aol.



FASHION OF PHILLY

NEW THINGS TO TRY THIS EARTH DAY

Earth Day is coming up on Thursday, April 22 and since we're always trying to find ways to reduce our carbon footprint, here are a few different ideas and brands I wanted to share to help you out. From fragrance to fashion these small choices can lead to big changes.

SheWarrior is a fully sustainable athleisurewear brand that is made completely from up-cycled materials. All collections are made in the USA in a sustainable production house that uses a water-free dyeing process and spins synthetic fibers from 100% up cycled plastic. Just in time for Earth Day, SheWarrior, will be donating a portion of their proceeds to Pure Earth, an organization who teaches communities how to improve soil, water and air quality with cost effective solutions.

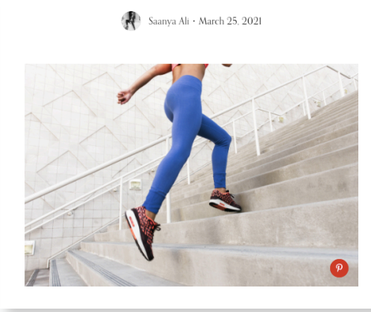
Forbes

SheWarrior—As with all our products, the Dream Chaser Leggings are made using fibers spun from recycled plastic bottles, and the colors are added using a water-free dyeing method. All our products are produced by a local manufacturer, and made to order, reducing landfill and shipping impacts. This design in particular was inspired by the idea of tapping into the universe, embracing life without limits, and being unafraid to go after your dreams. RRS

Authority Magazine

Women Of The C-Suite: Natlyn Jones of SheWarrior On The Five Things You Need To Succeed As A Senior Executive

SheWarrior Dream Chaser Tie-Dye Legging



Saanya Ali • March 25, 2021

STRONG FITNESS MAGAZINE

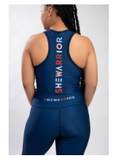
BRIT+CO

Beauty

The Best Memorial Day Sales To Shop This Week

Theresa Gonzalez · May 24, 2021

We could all use a long weekend after the last year. And this one feels like it's finally time to see friends and extended family. Reuniting does feel SO good! Enjoy Memorial Day cocktails, grilling and DIY fun, and don't forget the deals. Memorial Day sales are a welcome treat right now. So go ahead and treat yo'self to something that makes the weekend even more celebratory. And check back in because we'll be updating this list all week!



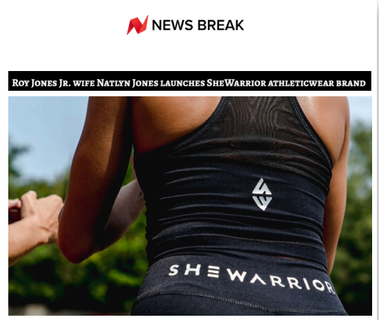
From May 28th to May 31st **SheWarrior** is offering 20% off of their new Winner's Circle Collection (plus a GWP with every purchase). We're loving the 100% eco-friendly styles!

THRIVE GLOBAL

Natlyn Jones of SheWarrior: "Female executives have to fight harder not only for the position, but the basic professional respect"

Female executives have to fight harder not only for the position, but the basic professional respect. Even to this day, leadership across industries is male-dominated, along with the well-documented gender-pay gap. It's part of the reason that I really focused on building up women through my company. I want to see a world where equality [...]

NEWS BREAK



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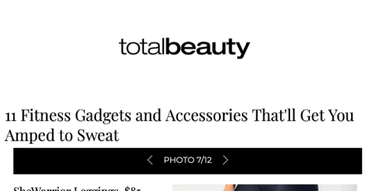
Hamptons.com

INTERVIEW: Boxing Legend Roy Jones Jr.'s "Better Half," Natlyn Jones, On Launching Athleisure Brand SheWarrior

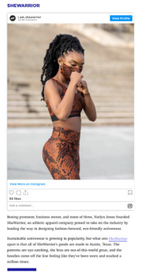


BEST

0 BLACK-OWNED MOM BRANDS YOU SHOULD SHOP RIGHT NOW

These innovative mom entrepreneurs are making moves.

BY CAT BOWEN FEB 2, 2021



totalbeauty

11 Fitness Gadgets and Accessories That'll Get You Amped to Sweat

PHOTO 7/12

SheWarrior Leggings, $85

An excellent pair of leggings boils down to three primary characteristics: comfortable,

AT&T Wi-Fi 3:54 PM 64%
MAGGIEB.FITNESS
Posts
maggieb.fitness

isabellgiardini 11h
@decodrivetv
@i.am.shewarrior

THE WEEKDAY SCHOOL AT UPUMC
kameronweste 1h
GO @kellimacatee !! Love you so much and so beyond proud of you!! #bossbabe #momlife #momssupportingmoms
@voteforkelli

Use "vaishali15" on @i.am.shewarrior
* valid from April 21st to April 25
"Working Out
DO YOU JUST WORKOUT OR WORKOUT AS SHEWARRIOR
A Workout
B Workout as SheWarrior

@i.am.shewarrior
@decodrivetv

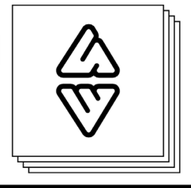
Posts
eva_wahlstrom
Liked by terri_harper96 and others
eva_wahlstrom I ❤️ my body for everything it let me experience. 🙏

barbiebeth 3h
@I.AM.SHEWARRIOR

strongfitness... 2h
i.am.shewarrior
mikailakukurudza
SheWarrior

johaniii_ 2h
@I.AM.SHEWARRIOR
@barrys
@ferfloresoficial
@selectmodelmiami
@corecycamm

johaniii_ 6m
Behind the Scenes FOR @I.AM.SHEWARRIOR



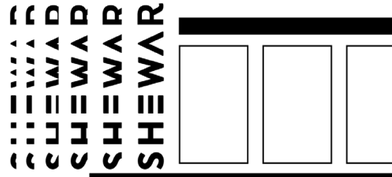
CHALLENGES ARE GIFTS THAT FORCE US TO SEARCH FOR A NEW CENTER OF GRAVITY. DON'T FIGHT THEM. JUST FIND A NEW WAY TO.

STAND.

FIGHT THEM.

REPLACE THE WORD
~~TRY~~ WITH WILL AND WATCH
THE MAGIC HAPPEN.

MY MISSION IN LIFE IS NOT MERELY TO SURVIVE, BUT TO THRIVE.

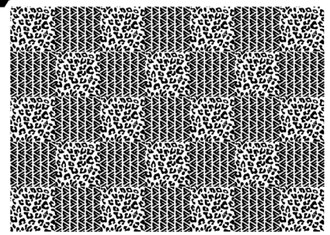


THE SUCCESS OF EVERY WOMEN SHOULD BE THE INSPIRATION TO ANOTHER.

THINK LIKE A QUEEN. A QUEEN IS NOT AFRAID TO FAIL. FAILURE IS ANOTHER STEPPING STONE TO GREATNESS.

#iamshewarrior

~~STAND STILL.~~
STAND UP.
STAND OUT.



IF YOU'RE ALWAYS TRYING TO BE NORMAL,
YOU WILL NEVER KNOW HOW **AMAZING** YOU CAN BE.

For the fighter in all of us.

GO YOUR OWN WAY

SHEWARRIOR

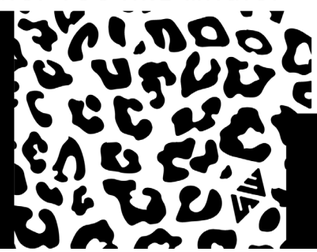
DO ALL THINGS WITH LOVE.

LET'S DO THIS.

Be yourself.

- [ ] Normal
- [ ] Normal
- [ ] Normal
- [x] Amazing
- [ ] Normal
- [ ] Normal

"THERE IS NO LIMIT TO WHAT WE, AS WOMEN, CAN ACCOMPLISH."



SHEWARRIOR

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