



# CHAPTER™

EVERY DROP CAPTURES A CHAPTER™. EVERY CHAPTER™ TELLS A STORY.





"Inspiring every generation to begin their first CHAPTER™ of personal growth, at any age."



ABOUT

CHAPTER™

Every Drop captures a CHAPTER™. Every CHAPTER™ tells a Story.

CHAPTER™ was created around one simple belief:

Your first chapter can begin at any age.

Whether you're taking your first step towards better health, rebuilding your confidence, discovering a new purpose, or simply choosing to become more than you were yesterday — every journey starts with a decision.

That decision becomes your first chapter.

VISION

To inspire every generation to begin their first chapter of personal growth, at any age.

MISSION

To create the objects, programmes and community that help people build stronger, healthier and more purposeful lives — one chapter at a time.

OUR STANDARD

We believe it's never too early or too late to begin. Everything we create exists to help you start, continue and celebrate your journey of personal growth.



DROP I

Limited-edition apparel inspired by the beginning of your journey.

DROP II

Objects designed to become part of your daily rituals.

THE HOUSE

Coaching, nutrition and community — where chapters become lifelong habits.

THE ARCHIVE

A permanent collection of every Chapter, every Drop and every story.

# Begin Your CHAPTER™.

Because every great story starts somewhere.

DROP I

004

001

002

003

004

The Heavyweight

The Ritual Short

The Vow Short

The Cut

DROP II · THE PRACTICE

003

*“Discipline is the quietest form of luxury.”*

001

## Personal Consulting

1:1 PLANS · TRAINING & LIFESTYLE

002

## Circuit Collective

GROUP TRAINING · CHILDREN, YOUTH, ADULTS

003

## Nutrition Protocol

BESPOKE FUEL · WEEKLY GUIDANCE



# THE BOOK

Every image captures a moment. Every moment becomes part of the story.

Not a gallery — a visual journal documenting the journey behind every CHAPTER™.

BROWSE BY

ALL

CHAPTER™ I

CHAPTER™ II

CHAPTER™ I



CHAPTER™ I



CHAPTER™ I



CHAPTER™ I



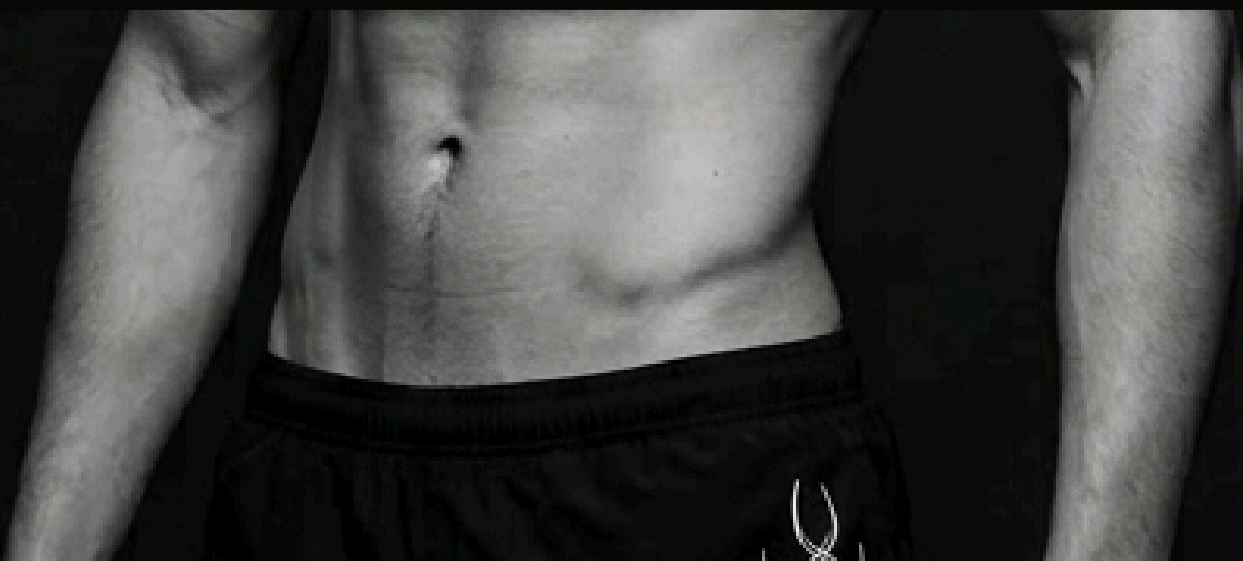
CHAPTER™ I



CHAPTER™ I



CHAPTER™ II





CHAPTER™

CHAPTER™ 01

DROP I

DROP II

THE BOOK

THE HOUSE

MMXXVI



CHAPTER™ II



CHAPTER™ II



*Personal Plans*



*Nutrition*



*Circuit Training*



*Drop 1: Clothes*



*Drop 2: Accessories*

*“Every CHAPTER™ starts with you”*

# Begin your CHAPTER™.

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INSTAGRAM    TIKTOK

CHAPTER™ · MMXXVI

CHAPTER™ I