

  
**limitless**®

**CORE**  
**BROCHURE**  
**25/26**





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# WHO WE ARE:

## LIMITLESS IS THE **NO.1** INDEPENDENT SCHOOL SPORTSWEAR BRAND.

**Our goal is to be the leading sports brand for young people.** We aim to inspire the next generation of athletes by ensuring their kit performs, fits well and looks stylish, across the entire school.

We are committed to inspiring a healthy and active generation, with sportswear that gives everyone the confidence to participate and perform.

We are focussed on helping you succeed:

- ☐ Driving participation and inclusivity
- ☐ Building high performance
- ☐ Championing sustainability
- ☐ Ensuring on-time delivery





# INCLUSIVITY

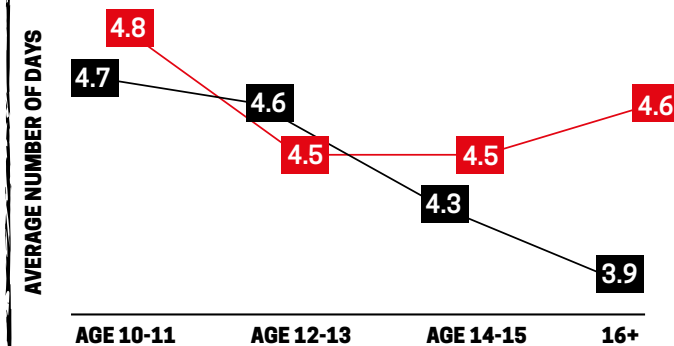
## ENCOURAGING PARTICIPATION FOR **EVERYONE.**

**We understand that young people are not just scaled down adults.** Teenagers are rapidly growing, but their skin is still more delicate than adults. They have increasing body image worries and they're starting to sweat and learn how to manage this. They might be playing sport and then going back to lessons in the same kit. All of this means their kit needs to help them be as comfortable as possible, with smart fabrics, a focus on fit and Intelligent Sizing. Boosting body confidence for young people helps to reduce the barriers facing them when it comes to enjoying an active life.

From YST research we sponsored in 2021, to ongoing female kit surveys we run each year, we also know that girls stop being active at a higher rate than boys during puberty. For a number of years, we have been on a mission to address the barriers to participation for girls. We began by developing The Limitless Bra in 2018, which looked to change the fact that only 50% of girls were wearing a sports bra during PE at school. Since then, we have conducted our own kit research and partnered with female-focused and led companies, with a view to providing girls with more choice, both in the sportswear they wear at school and in the products they can choose when shopping with Limitless.

Active Partner of The Well HQ:  **THE WELL HQ**  
the team she needs

**In the past week, how many days have you taken part in 60 minutes or more of physical activities? (n=1517)**



 **BOYS**  **GIRLS**

\*Joint Limitless / Youth Sport Trust Research 2021

**27% decline**  
in girls' activity  
after puberty.

# PERFORMANCE

**We use cutting-edge, technical fabrics across the product range**, creating innovative garments for core, team and staff kit. All of it is important to your school, from the part-time staff member, to the pupil playing in your 1st team. Every item of clothing is designed and tested exhaustively for size and fit, with a clear brief that it wears hard, looks great and is comfortable.

We know that winning is important and that everyone wants to achieve success for their team and school whilst looking good in their sports kit. We can support our schools with high-performance tour and team kit, helping keep the school consistent across all their teams. Limitless focusses on ensuring our sportswear helps your pupils to perform at their best. Specialist items are all part of the service too and with bespoke online portals, your team and staff order is easy to place.

“I am delighted to see that we are moving to Limitless, having seen a trend of quality schools moving to what is considered to be the best sportswear available.”

Emma Durston, Director of Sport  
Denstone College



Official Partner of Rosslyn Park National  
School Sevens tournament:

**HOWDEN** Rosslyn Park  
National Schools Sevens

# OUR FABRICS

**We don't cut corners.** Our buyers work with some of the world's leading fabric suppliers, renowned for operating at the forefront of technical innovation. Our fabrics are rigorously tested for quality and durability, to ensure our kit can work hard.

**1. STORMTEX**  
Water and windproofing

**2. THERMOTEX**  
Insulation and comfort

**3. HYDROCOOL**  
Wicking

**4. CLIMASKIN**  
4-way stretch, excellent abrasion resistance

**5. PERFORMASHELL**  
Water-repellent, windproof and weather resistant

**6. SUBLIMATED**  
Durable fabrics, with strong, bespoke designs

**7. PERFORMATEX**  
Lightweight, breathable and quick-drying



It should wash well and still hold its colour, against the toughest weather and conditions. The key to focussing on the important moments in a match, is to feel comfortable, warm and dry.



# SUSTAINABILITY

**We design our garments to be worn over 200 times.**

This is the first step to producing sustainable sports kit – it should last, time and time again at school and during matches. In addition, we now:

- Use only recycled polyester in our garments, where applicable
- Offset 100% of the carbon created during fabric production, manufacture and shipping
- Use paper or card packaging for 90% of Limitless products

Sustainability has been at the forefront of Limitless since its inception as Squadkit in 2010. As part of Schoolblazer, we are proud to be a member of the Ethical Trading Initiative, focussing on free and fair trade and long-standing relationships with our suppliers.

**1 midlayer = 12 plastic bottles.**

**In 2022, 6 million bottles were recycled into Limitless sportswear.**



## DURABILITY = SUSTAINABILITY

Durability = Sustainability begins with how long each item will last the wearer. We focus on this overriding principle in every step of our planning and production, using it to enable us to reduce our impact.

We wash-test and rigorously assess how long a garment will last. We ensure garments are stain-resistant where needed and that they resist shrinkage. We work to ensure that every garment has been thoroughly thought-through, from the fabrics we choose to use, such as sustainable cotton, to the testing they endure, to meet our standards on durability and reducing our impact on the planet overall.



# TEAMWEAR & STAFFWEAR



## TEAM

**Whether it's for a tour, a big 1st team final or to differentiate teams**, our bespoke sportswear can be produced in numerous colours, designs and finishes. Delivering pride and identity, they make a lasting impression.

Specialist items, including rowing kit and sublimated netball dresses or rugby shirts, are all possible. Whatever you need, we can make them to order and deliver in 6 - 8 weeks.

Find out more in our latest [Teamwear Brochure](#).



## STAFF

**We know how important staff kit is.** It's worn every day and has to be up to the job. Our staffwear range shares the same quality design and fabrics as all our kit, and with most items in stock and an online portal for easy ordering, even customised items can be shipped within 2 weeks.

Please see our [Staffwear Brochure](#) for more details.



# OUR KIT

## ASHVILLE - CORE KIT



## GORDONSTOUN - CORE KIT



# BRIGHTON COLLEGE - CORE KIT



# BEDE'S - STAFF KIT

Please see our [Staffwear Brochure](#) for more details.



# OAKHAM - TEAM RUGBY

Find out more in our latest [Teamwear Brochure](#).

## PRO RUGBY SHIRT

### PRODUCT DETAILS

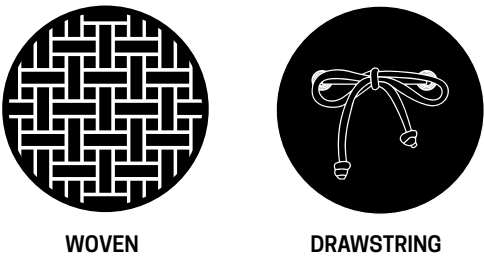
**FABRIC:** P5 BODY AND PANELS  
**FEATURES:** PAKITA LYCRA CUFF BINDING, 4-WAY STRETCH, CONTRAST STITCHING  
**COLOURS:** LIMITLESS SCARLET, LIMITLESS BLACK



## PRO SHORTS

### PRODUCT DETAILS

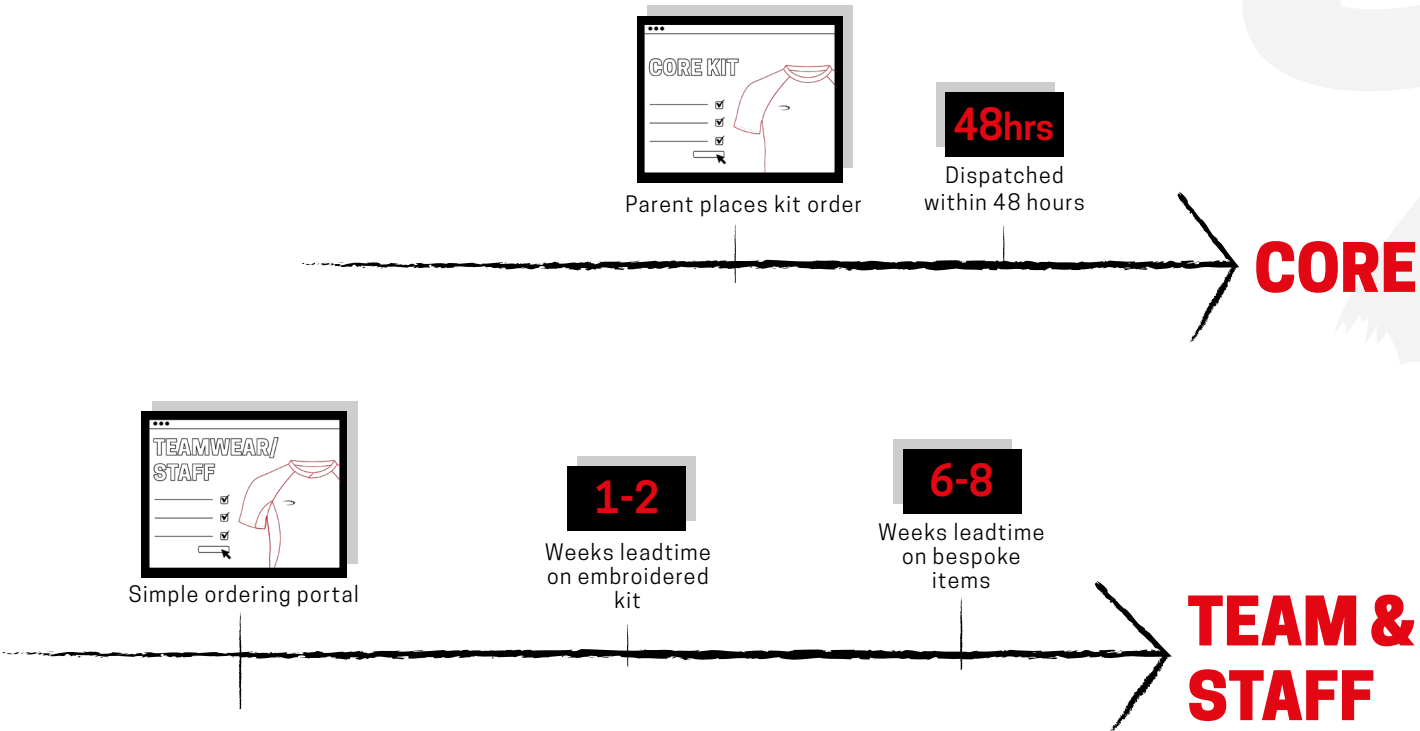
**FABRIC:** POLYTWILL/ PAKITA LYCRA  
**FEATURES:** ELASTICATED DRAWSTRING WAISTBAND, STRETCH GUSSET, SCOOPED HEM, WOVEN  
**COLOURS:** LIMITLESS SCARLET, LIMITLESS BLACK



# OUR SERVICE



Our online ordering system is delivered in partnership with Schoolblazer's strong logistics system. With an easy-to-use website with Intelligent Sizing and free name-taping, it's extremely quick and simple to order a pupil's sports kit. We have 99% product availability, dispatch within 48 hours and have a customer satisfaction score of 95%.





  
**limitless**®

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