

L2 BRANDS



 LEAGUE

LEGACY

 Ouray

 LOCALE

A New L2 - Our Next Chapter

Since the formation of L2 Brands in 2018 with the merger of League and Legacy, L2 has experienced tremendous growth and change. In late December 2022, Ouray Sportswear and Locale Outdoor joined the L2 Brands family providing more choice and product diversification.



We are excited to bring these 4 brands together offering an industry leading single source for all of your decorated apparel, headwear, home décor and accessory needs.

The Ouray brand will complement the more elevated League apparel and Legacy headwear brands with a better basics product assortment.

The Locale brand has grown remarkably by using a creative, hyper-local approach in both product and go-to-market strategy.

A Stronger L2:

What are the additional benefits of bringing these brands together?

- The sharing of best practices and continuous improvement in all areas of our business which includes art, decoration, production efficiencies and sourcing
- A greater variety of products, price points, and graphics to best meet retailers' diverse needs
- Increased decoration capacities offering better lead times, especially with in-season replenishment
- Enhanced resources in marketing & merchandising, sales, sales support, and customer service



“In Life, Change is Inevitable. In Business, Change is Vital.”

Warren Bennis, author of *Becoming a Leader*

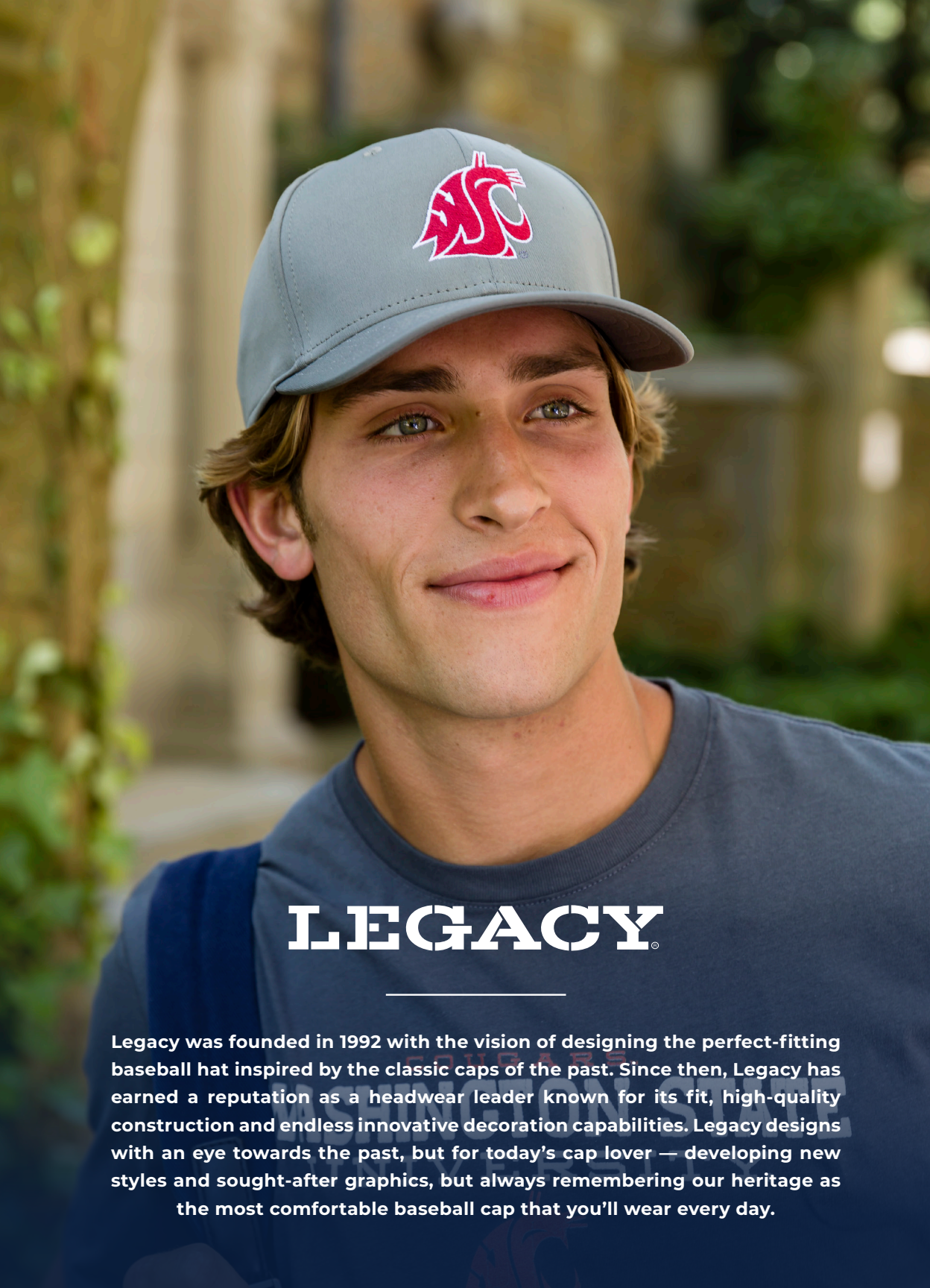




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LEAGUE

For more than 30 years, League apparel has been carefully curated with a nod to our vintage-inspired roots and the All-American lifestyle. From day one, League has been known for comfort and quality that lasts for years. Our premium collections are anchored in timeless traditions, standing apart from other brands because we combine the finest materials with perfected details and trend-right graphics. We love developing new styles and designs that are fresh and yet iconic at the same time.



LEGACY

Legacy was founded in 1992 with the vision of designing the perfect-fitting baseball hat inspired by the classic caps of the past. Since then, Legacy has earned a reputation as a headwear leader known for its fit, high-quality construction and endless innovative decoration capabilities. Legacy designs with an eye towards the past, but for today's cap lover — developing new styles and sought-after graphics, but always remembering our heritage as the most comfortable baseball cap that you'll wear every day.



 | **LOCALE**[®]

Locale brings locally-inspired headwear, apparel, and accessories to life in a creative and authentic way. Established in 2011 in Jackson, WY, Locale's designers and artists capture the stories and traditions of our beloved places; where adventures are had, and lifetime memories made. The assortment is crafted with localized graphics, unique design details and is sustainably made. Bold, colorful designs also epitomize the spirit of adventure and innate originality in all of us.



 **Ouray**

Ouray prides itself on being the tried-and-true custom logo'd brand when looking for carefree, easy-to-wear better basics. Founded in the mountains of Colorado in 1965, today Ouray draws inspiration from all walks of outdoor lifestyles, creating apparel and headwear that is intentionally laid-back and made for all-day comfort. Whether your favorite destination or on a beloved campus, Ouray brings design, quality and value together to be worn by everyone, every day.



L2Brands.com

