RELENTLESS™

THEY RIDE FOR THE BRAND

Inside the Relentless™ Family of Branded Products

Robyn Volkening

Licensed products are a hugely profitable business for retailers, and a savvy way to differentiate a product and market a brand extension in a myriad of product categories. From college and professional sports teams to NASCAR and even to movie/fast-food kids' meal toy tie-ins, these licensed products fire up the retail sales engine. Think about it: NASCAR and the University of Texas don't make teddy bears or T-shirts; they allow T-shirt and teddy bear companies to make those products, branded with their logos to develop and sell products to fans. In this way, the two business entities link their products with the brand, allowing both companies to profit from the emotional connection to the licensee. One of the most brilliant of these to emerge is ***Relentless™*** — a licensed group of products in the Western lifestyle industry.

Several years ago, Trevor Brazile, who is now the most winning All-Around Cowboy in the world, and Tony Garritano, a businessman, agent and entrepreneur in the Western industry, partnered to introduce high-quality products to the marketplace with Trevor's discerning style and design input. They agreed that doing a licensing deal would be great, but that Relentless, as it would eventually be called, would be bigger than just Trevor. It would be a consumer-focused brand, with a breadth of products, an appeal to 25- to 45-year-old males who have their own sense of style, with traditional Western values but who also have additional interests, like Trevor, who is not only a cowboy, but an extreme athlete, a businessman and a family man. Relentless was born, not as a fad, but as a lifestyle brand for products with a Western soul that are destined to be relevant in the real world.

"We really wanted to build a group of the best products, across many categories. Relentless is the only brand that has products in such a wide breadth of areas of the industry. It includes tack, ropes, equine apparel, cowboy boots, Western hats, clothing and outerwear," says Garritano. He also mentions that he and Trevor selected manufacturing companies that excel in their expertise, but who they deemed would also uphold the brand vision, product quality, marketing and core lifestyle values they envisioned for Relentless. The companies that partner with Relentless are committed to building the brand vision and appealing to the youthful and hip target market that Trevor and Garritano have defined as the Relentless consumer.

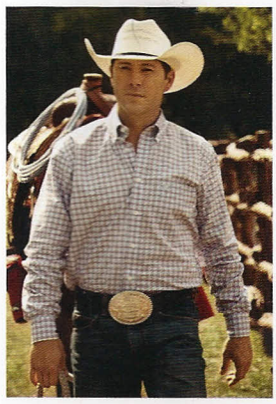
Overall, Relentless is a powerful collaboration of the best of the best in the Western industry. By linking Trevor's design and tech savvy, as well as his marketing appeal, with the top manufacturers in their categories, the resulting products are really hitting a consumer hot spot. Across categories, the brand is building a loyalty and following among a target audience that's enthusiastic to show its emotional connection to a Relentless lifestyle.

Colorado-based business development, marketing and public relations consultant ***Robyn Volkening*** *has a master's degree in Integrated Marketing and lifelong equine experience that she employs to build brand loyalty and increase sales for a variety of Western- and equine-industries from jeans to tack to horse trailers. With experience on both the wholesale and retail side, she loves promoting the Western lifestyle. Her writing and/or photography have been published in* The Reiner, Rodeo News, *Horse & Rider*, Equestrian Retailer, Western Lifestyle Retailer, Mile High Dog, *and* Western & English Today. *When she isn't behind the computer or on a conference call, Robyn likes working on her vintage 1962 camper trailer, training her reining horse and her Rottweiler, driving her Jeep with the top off, and seeking out the best local food and craft breweries on the Front Range. Visit her website at* ***vstrategyonline.com****.*

RELENTLESS APPAREL BY WRANGLER

The Trevor Brazile Relentless by Wrangler collection of shirts is inspired by and created in collaboration with the one-and-only Trevor Brazile," says Robin Rich, senior marketing manager at Wrangler Specialty Apparel. "We believe this world-class athlete and his success are selling tools for our retail partners because they set the product apart from other performance wear by giving it credibility. Trevor had a hand in developing this product, and our consumers know if it's good enough for him, it's good enough for them."

The ***Trevor Brazile Relentless by Wrangler*** shirts offer thrill-seeking cowboys a performance-based product featuring lightweight, breathable, easy-care fabrics. The collection includes shirts with a clean look that are ideal in or out of the arena. Together, with the durability and quality Wrangler incorporates into all its apparel products, the shirt line includes unique design features such as Room2Move 180-degree side gussets for enhanced mobility, quick-drying CoolMax fabric, a Trevor signature neck tape and an attractive embroidered Relentless logo. To date, the collection includes a black shirt, a white shirt and eight color combinations of plaid shirts. The approximate MSRP is $45.



Wrangler brand promoted the Relentless apparel line with in-store promotions in September 2012. Select retail stores participated in a contest in which the winner received a trip to the 2012 WNFR, $500 cash, and dinner with Trevor. The contest was very successful, allowing further promotion of the Relentless by Wrangler apparel collection, and it provided in-store excitement for the retailer. Future promotions for 2013 are in the planning stages.

(919) 277-1146; wrangler.com

RELENTLESS HATS BY BAILEY

Bailey — now part of the legendary Bollman Hat Company that traces its roots back to 1868 — has been making headwear since 1922. So when Trevor wanted to create a line of Relentless Western hats, he knew exactly where to go. The ***Relentless by Bailey*** hat collection features hats in 5X to 30X quality, and each level of hat has its own distinct pin, with the 30X hat having a solid, sterling silver Relentless wing pin to set it apart and show off the brand. The hats come in black, silverbelly, doe, buckskin, pecan and brown and in both 4-inch and 4 ¼-inch brim lengths. They retail from $230 to $500.

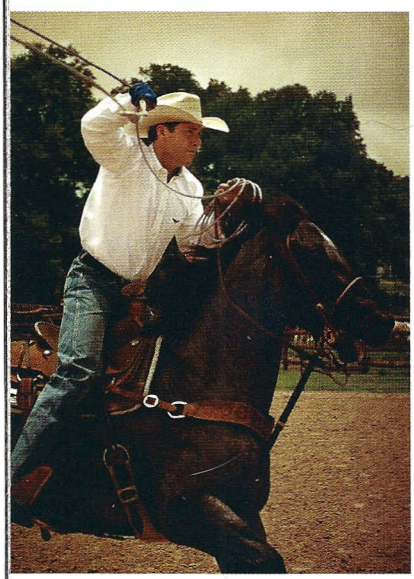
Besides being a quality Bailey-built hat, the Relentless Western hats reveal Trevor's input and attention to design. The hats also build upon the unique Relentless branding to stand out from the competition and appeal to Trevor's followers. Each hat style is named after one of his horses, and each season's hatband features a quote — such as the autumn/winter 2012 hats that motivate the wearer to "Go Hard or Go Home." In addition, to add a unique, but more private style feature, Bailey partnered with famous burlesque illustrator, Molly Crabapple, to draw a portrait of Trevor that's printed on the hat lining and the hat box, truly creating a collaboration and work of wearable art. Each Relentless hat has numerous unique features, which appeals to the "stand out from the crowd" mentality of the Relentless brand loyalists.

(800) 959-4287; bollmanhats.com

RELENTLESS GEAR BY CACTUS GEAR

How about Relentless gear for your horse? Trevor's horses are integral partners to his success, so he approached Cactus Gear to develop protective legwear for his horses. In January 2010, ***Relentless All-Around Sport Boots*** were launched to great success. The unique design, which is close-fitting to avoid excess bulk and contoured to the horse's fetlocks, also protects against impact injuries and tendon stress in high impact activities, while allowing full extension of a horse's legs during maneuvers. A matching **Relentless All-Around Bell Boot** is also offered to provide full lower leg and heel bulb protection. In 2012, a taller, hind-leg version of the protective sport boot was created and coming in 2013, after many consumer requests, fashion colors (turquoise, pink, purple and lime green) will be added to the leg boot collection. Polo wraps will debut in 2013 as well.

A stable blanket and hood round out the Relentless equine apparel line. The Relentless blankets offered by Cactus Gear are closed-front and available in an array of colors. In 2013, a waterproof, breathable turnout blanket will be added to the collection, and new colors will debut in the existing stable blanket designs. Like the other Cactus brands, Cactus Gear will provide retailers with integrated merchandising and point-of-purchase materials to coordinate with Relentless products.
(800) 411-1986; cactusgear.com

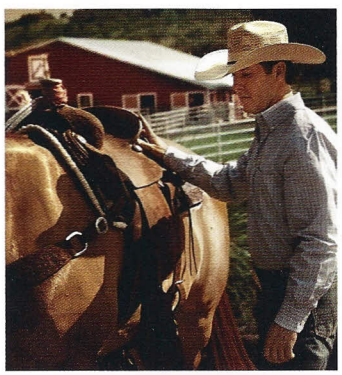


RELENTLESS ROPES BY CACTUS ROPES

One of the first companies to partner with Trevor on Relentless was Cactus Ropes, which launched their popular ***Xplosion Relentless by Cactus Ropes*** in January 2009. Cactus works with Trevor to develop specific products that not only work for him, but for other ropers who want to emulate his success in the roping arena. "Trevor continues to excel in his sport," says Jan Johnson, director of marketing for Cactus Ropes. "He doesn't put his name on products lightly, and he continues to monitor the performance of the Relentless products. He tests each style of rope for a long time before he will let them go out in the industry." Johnson also mentions quality control: "Cactus is known for consistency, which is extremely important in roping. You want your eighth Xplosion rope to feel exactly like your first one."

Cactus offers a selection of Relentless ropes: The newest is Freedom, a three-strand nylon/poly version; Xplosion, which is currently one of the most popular ropes in the industry; the C4, an all nylon, four-strand rope that works in many weather conditions; and the Weapon, which was developed as a tie-down rope. All of these ropes come with the Cactus color-coding label system for quickly identifying the lay of the rope and if it's a head or heel rope. This makes it easy for consumers to select the perfect rope in the retail environment. In addition, the Relentless by Cactus ropes are also labeled with Relentless branding to coincide with the print ads, social media, website and point-of-purchase materials developed by the Cactus team.
(800) 774-6946; cactusropes.com

RELENTLESS SADDLES BY CACTUS SADDLERY



With his unwavering attention to detail and quality, Trevor knew he needed to develop his own saddles and tack to get the best features and fit, along with style. He partnered with Cactus Saddlery to develop a line of Relentless saddles and strap goods to provide the best possible equipment to succeed in all his competitive endeavors. Currently, Cactus Saddlery offers a ***Relentless Team Roper*** and a ***Relentless Tie Down Roper*** saddle, coordinating with a full complement of headstalls and reins.

Trevor's passion for quality led him to personally visit Cactus Saddlery and monitor the creation of the saddles, after testing prototypes for more than six months. In addition, only a few master saddlemakers are trusted by Trevor to build the Relentless line. "With Relentless products, you definitely get a sense of Trevor's style and attention to detail," says Gary Magennis, Cactus Saddlery's general manager. "Trevor is constantly updating and is very involved in the evolution of the Relentless line."

Magennis is proud to note that the Relentless leather goods are made in the U.S.A. by skilled artisans out of quality leather and hardware.

Both Relentless saddles have been completely redesigned with a new tree offering a lifetime warranty. In addition, the tooling and conchos have been redesigned and the hardware is all stainless. The Relentless Team Roper features a deep pocket to keep the rider balanced throughout his swing, while the Relentless Tie Down roper features a narrow ground seat that slopes slightly forward to keep the rider in perfect position, and has a looser seat to allow the rider full mobility and aid in quick dismounts.

Brazile's Relentless line now features saddles, pads, a full strap line, and recently just announced the launch of Trevor's quick-change headstalls and reins.
(866) 605-6567; cactussaddlery.com

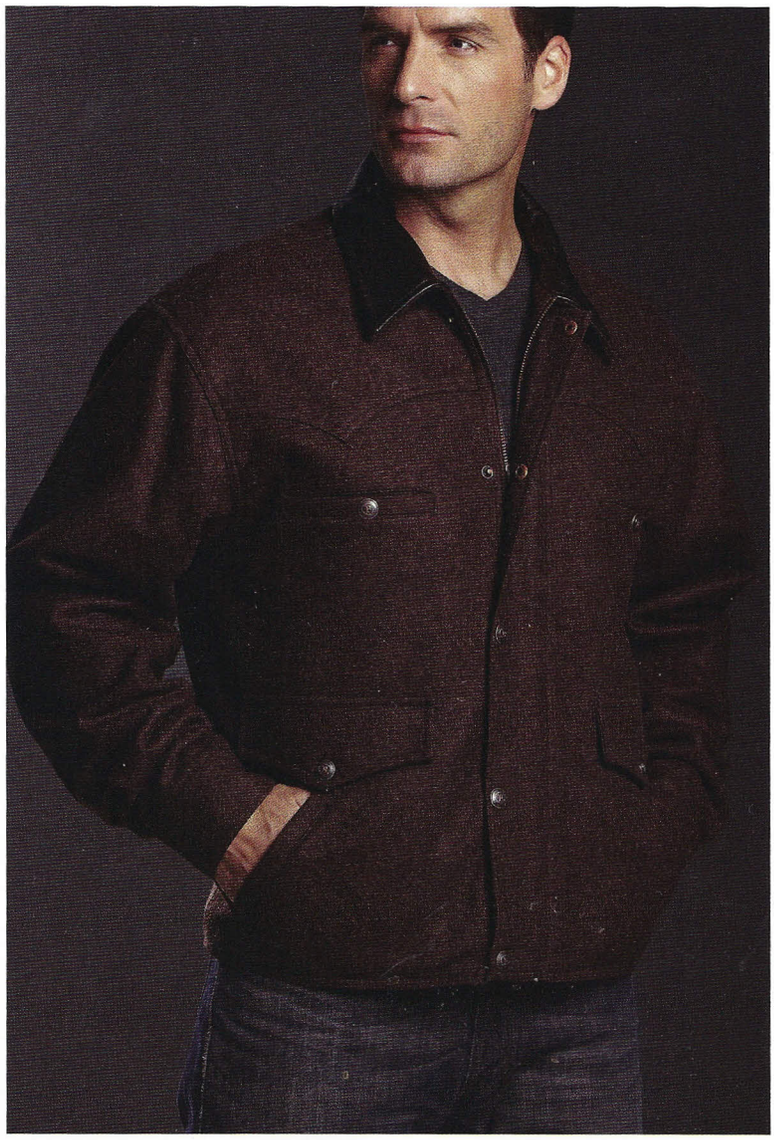
RELENTLESS OUTERWEAR BY SIDRAN

In 2012, Sidran, creator of the Cripple Creek brand, launched the ***Relentless by Cripple Creek*** outerwear collection, which shipped to retail stores for the fall 2012 buying season.

After knowing Trevor Brazile for several years, Sidran's president Roland Mizrahi decided the time was right to partner with Trevor to launch a differentiated line that would uphold the Relentless branding. After talking about the "bigger vision" of the Relentless brand and positioning in the marketplace, Mizrahi and his designers developed prototypes and swatches for Trevor to try. "I want my licensees or endorsers to be proud of the product. If they don't want to wear it, the endorsement doesn't make sense. We want them to choose our product. Trevor came to us because he wanted his Relentless outerwear to be made by whom he felt would uphold the quality of of the brand. So it was an obvious choice for both of us to collaborate and create the Relentless look with the Cripple Creek quality and brand equity behind it," says Mizrahi.

The Relentless outerwear collection is intended to be different from the main Cripple Creek brand, both in styling and fabrics. By utilizing technical fabrics, faux down, leather and virgin Melton wool, the styles of Relentless outerwear stand out and appeal to the Relentless consumer base. Mizrahi points out that much of the wool outerwear in the marketplace uses recycled wool, while their Relentless styles use virgin wool, which provides a nicer feel and better quality at a competitive price. Plus, the Relentless outerwear line is co-branded in the tags and point-of-purchase materials to make it easy for a retailer to merchandise the brand.

(800) 969-5015; sidraninc.com



RELENTLESS BOOTS BY JUSTIN BOOTS

In the spring of 2013, Justin Boot Company intends to launch their new line of ***Relentless by Justin Boots***, starting with six to eight styles of men's boots, with women's styles to follow. "We have worked with Trevor for years," says Justin Brands president Jamie Morgan, "and this collaboration is going to make a product that is relevant to the consumer, combining function with fashion." Trevor enjoys different Justin boots for each event he competes in, as well as for his recreation time. According to the company, Trevor prefers team roping in their Techno-Crepe soled boots, while he chooses the traditional leather sole boots for calf roping to ease his release from the stirrup. Over the years, Trevor has assisted Justin by testing some of their innovative technological and comfort features — which will come into play in the new Relentless line.

Morgan sees the product being a co-branded effort, using "Justin's trusted branding since 1879 with the Relentless/Trevor spin." The potential designs are staying true to the core consumer, but with some fashion-forward elements for the younger Trevor followers. Morgan believes that the Relentless by Justin boot line will be a great fit with existing Justin offerings in retail locations, as well as a great extension to the existing Relentless-licensed products in the marketplace.

(866) 240-8853; justinboots.com