



Indura Athletic

CHANGING THE CLOTHING GAME

DRESSING FOR DISTANCE

BY ABBY DRACH

ABOUT ABBY



Founder of Indura Athletic



Passion for Apparel



Active Skier of Team Birkie
Marathon Group

Indura Athletic



Indura Athletic



April 2021
Launched



May 2022
Editor's Choice Award



November 2022
Winter Collection Release

NORDIC WEAR

TEMPERATURE GUIDE

Featuring Female Owned Businesses



SKHOOP
THE ORIGINAL SKIRT COMPANY

GEAR WEST

SKIDA

K[®]
KARITRAA

Indura Athletic

BASE ELEMENTS

Start with these pieces & add on or sub in pieces for different temperatures

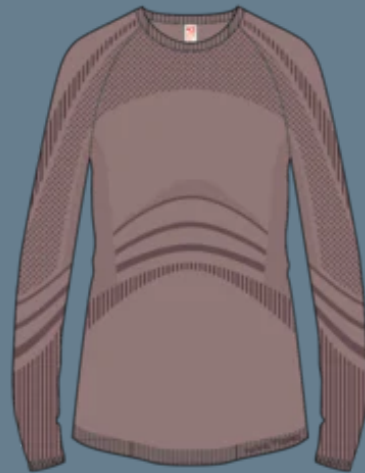
SPORTS BRA



Indura Athletic

GEAR WEST

LONG SLEEVE



KARITRAA

GEAR WEST

TIGHTS



Indura Athletic

SKI JACKET



Indura Athletic

SKI PANTS



Indura Athletic

WOOL SOCKS



GEAR WEST

30 °

SKIDA
SNOW TOUR BUFF



SKIDA
LYCRA HEADBAND



GEAR WEST

XC 2.0 GLOVE -
LIGHTWEIGHT



20°



Indura Athletic

TOASTY BUM TIGHT

KARITRAA

MERINO WOOL
HALF ZIP



SKIDA

LYCRA HEADBAND



GEAR WEST

XC 2.0 GLOVE -
INSULATED



10 °



GEAR WEST

INSULATED VEST



SKIDA

FLEECE LINED HAT



GEAR WEST

SWIX STAR LOBSTER
MITTS





SKHOOP
THE ORIGINAL SKIRT COMPANY

INSULATED SKIRT



SKIDA

FLEECE LINED BUFF



GEAR WEST

BOOT COVERS



GEAR WEST

SWIX SURMOUNT MIT





CONFIDENCE

IN CLOTHING

Fit clothes to women,
not asking women to fit
into clothes

WEAR WHAT YOU LOVE

Action:

Write down one piece of athletic clothing that you absolutely love & why you love it.



FLATTERING FITS

Action:

Write down one piece of athletic clothing that makes you feel confident & comfortable.



FOCUS ON WHAT YOUR BODY CAN DO



Action:

Write down one athletic accomplishment you are proud of.

FIT TO YOU



WEAR WHAT
YOU LOVE



FLATTERING FITS



FOCUS ON WHAT
YOUR BODY CAN DO



THANK YOU

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