



GB Wear - Uniform and Wearables to Promote the BJJ Lifestyle

GB Wear Mission

Our mission is to express Master Carlos Gracie Jr.'s vision and the Gracie Barra culture into uniforms and apparel that empower and inspire thousands of team members across the world, fortifying the loyalty and pride among our GB community!

History

In 2002, Master Carlos Gracie Jr. had the vision for building a strong platform on which Gracie Barra could be built even stronger and become more successful. This initial vision of furthered success included the ideas behind:

- Uniforms and apparel
- CompNet Events
- Seminars
- Schools
- Certifications
- Branding
- And more

At this time, even Master Carlos was not certain how these entities would develop, but less than a year later he came together with Professors Marcio Feitosa and Marco Joca to put into motion what would become GB Wear. This was a major first step in the institutionalization of Gracie Barra – and because of that it is no wonder that GB Wear is about much more than wearables.



GB Wear – More Than Wearables

Perhaps it is in a quote from Grandmaster Carlos Gracie Sr. that we get our first glimpse into the power of identification through clothing.

"Each person who puts on the kimono and believes in Jiu-Jitsu that myself and my family teaches is the realization of my life's work." – Grandmaster Carlos Gracie Sr.

The Birth of the GB Kimono and the Red Shield

Master Carlos, Professors Marcio Feitosa and Marco Joca:

July 2003, Barra da Tijuca, Rio de Janeiro, Brazil...after several days in front of the computer designing options for what would become the 1st Gracie Barra Kimono, professors Marco Joca and Marcio Feitosa were finally able to order and soon receive the first sample to review.

They both took the sample to a meeting with Master Carlos at his house. After a few minutes analyzing the sample, Master Carlos said:

"I really like the kimono a lot, you both did a great job! I just think we can improve a couple of things."

The professors asked Master Carlos what was missing, and he said:

"First, let's change the color of our shield to red, I want red because it represents heart, blood, and love; All my students fight with heart, have the GB Jiu-Jitsu in their blood, and love our team...Gracie Barra!"



I also want these patches bigger; I want everyone inside a gymnasium to see, and instantly recognize our uniform, and they will know that whoever is wearing the official Gracie Barra kimono is a member of the Gracie Barra family representing our philosophy and protecting our values!



One day, we will have a presence all around the globe, and when people see someone wearing a Gracie Barra uniform they will already know exactly what that means, what it stands for, what it belongs to!



It will be an honor to wear the official Gracie Barra kimono and represent the generations of students, competitors, professors and leaders that gave and give their best to keep our GB legacy alive!"

The GB kimono and the Red Shield were officially born that day...and now, 15 years later, it is indeed present all around the globe with hundreds of thousands of GB members wearing and representing the tradition and the legacy....all of them are honored to be part of something original and special."



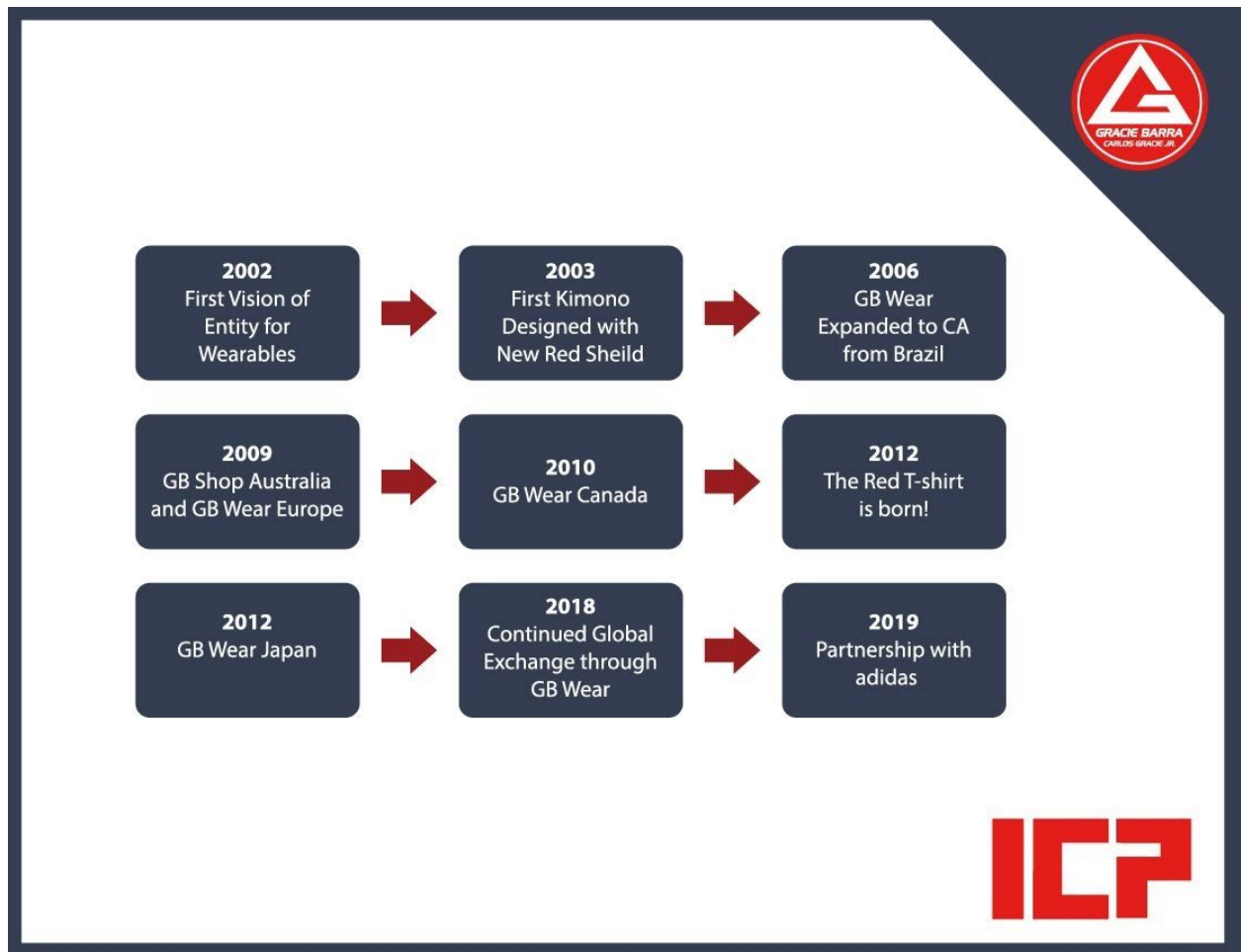


Development

From there GB Wear expanded in 2006 to reach California. This meant that there were now two offices operating in two different countries. This posed logistical challenges, including the collection of feedback from students, athletes and instructors of different countries. GB Wear required a streamlined approach to account for these challenges, and it successfully found ways to continue to grow and improve the uniforms and apparel line of the organization across the world. As of today, GB Wear has a global exchange of product development, branding, and logistics that spans offices in Brazil, USA, Japan, Canada, Australia, and Europe.

2019 has been a very exciting year - and we are only halfway there! Gracie Barra is perhaps the most notable name in martial arts around the world. We are thrilled to announce that GB Wear has now launched a product line in cooperation with adidas® - one of the most notable names in athletic clothing.

This partnership demonstrates the high level of achievements Gracie Barra has, and also helps to elevate us to a much higher level. While we are so excited about moving forward with this partnership and what it means for our future, we do not forget our past. This partnership, like all our endeavors, is done with 100% alignment with the vision of Master Carlos and the Gracie Barra values.



GB Wear – Supporting the Gracie Barra Mission

As we have mentioned, GB Wear is about more than just wearables. It is a Gracie Barra entity, one of the four components of the GB quadrant, which fully supports the mission of Gracie Barra: Jiu-Jitsu for Everyone®. It accomplishes this by integrating its developments, processes, and goals into various parts of the organization:

- Safety
- Branding



- Vision and Values
- Students
- Schools and Pro-Shops
- Competitions
- GB Events
- Social Projects

To further understand how GB Wear supports the Gracie Barra mission, let's look at each of the previous aspects in more detail.

Safety: We design GB uniforms with functionality to keep our students safe and protected while practicing Jiu-Jitsu. Besides function, wearing the GB uniform is also a component of discipline and respect, which are crucial characteristics for safety. When students respect the Red Shield and all it represents, they are more inclined to respect the lessons and training our instructors provide.

Branding: GB Wear products are probably the most efficient way to share the Gracie Barra brands, specifically the Red Shield, in many levels of our society, from people who enter our schools to people in our communities who have not yet experienced what Jiu-Jitsu has to offer. We are dedicated to maintain this high standard for the promotion of the Red Shield and the values behind it.

Vision and Values: All Gracie Barra uniforms and apparel are designed and developed by our GB Wear team with the sole intention of expressing Master Carlos Gracie Jr. vision and the Gracie Barra values. We take this responsibility very seriously, and when our students, instructors, and school owners wear this Red Shield, we want them to do so with pride, integrity, and loyalty – but not just to the brand – to the work, efforts, and teamwork that lies behind Jiu-Jitsu for Everyone®.



Students: GB Wear believes that every single student is important and deserves products and services that contribute to his/her journey in Gracie Barra and Jiu-Jitsu. GB Wear designs and develops its products with this in mind, understanding the benefits GB uniforms and apparel can bring to each student. As per the mission statement, it is GB Wear's goal and responsibility to "empower and inspire thousands of team members across the world, fortifying the loyalty and pride among our GB community".

Schools and Pro-Shops: Displaying uniforms and apparel items in spaces accessible to students and instructors builds loyalty and contributes to our overall marketing strategy. Those who wear the Gracie Barra products find instant comradery when they walk onto a mat and recognize that fellow teammates are wearing the same logo and representing the same team, mission, and values. This is a great opportunity for school owners, building loyalty and earning revenue at the same time. GB Wear strives to design, develop, and offer products that are aligned with the vision of Master Carlos, the Gracie Barra values, and are manufactured with high quality while also maintaining affordability.

Competitions: GB Wear supports our competition team through many initiatives like developing competition oriented uniforms and apparel and providing care packages to our top competitors so they can represent the Red Shield during training camps and competitions. Competitions and events serve as amazing opportunities for athletes to represent Gracie Barra. In turn, GB Wear supports them and works to help our athletes succeed in their goals.

GB Events: GB Events such as CompNet are wonderful "in-house" activities that promote the core mission and values of Gracie Barra, and GB Wear has been present at every GB CompNet event since its first edition back in 2009. In fact, GB



Wear team members were part of the staff organizing the CompNet events during the first years of its existence.

Social Projects: GB Wear is proud to support BJJ and non-BJJ social projects. A strong component of GB Wear is to work each year on a few social projects, including our current endeavors in Africa, Central America and Brazil. It is the goal of GB Wear to contribute in ways that foster connections for kids between Jiu-Jitsu and healthy lifestyles.

GB Wear – Leader in Uniform and Apparel Design, Development, Distribution and Beyond

GB Wear began in 2002 during a time where there were no uniform standards inside BJJ schools and very few people could make a living through Jiu-Jitsu. The journey hasn't been easy and there have been challenges and critics along the way, but despite all that – our resilience and hard work have paid dividends. In the past 17 years, GB Wear has grown to be present in many countries, assisting thousands of instructors and hundreds of thousands of students at over 800 schools, while becoming the largest BJJ uniform and apparel operation. GB Wear is without a doubt the pioneer and the main entity responsible for the innovations and positive changes occurring in modern Jiu-Jitsu history in regards to team uniforms and apparel. Many other major BJJ teams are now trying to implement similar methods.

GB Wear continues to evolve, adapting to the needs of Gracie Barra students and providing products that are relevant and 100% aligned with Master Carlos Jr.'s vision. As we have been demonstrating, GB Wear is much more than just clothing. Our products and services are the visible outward signs of our company, but they represent the history and the values of our organization that make the difference between Gracie Barra Schools and other Jiu-Jitsu organizations.



There is an old saying that goes something like this:



It is the power of the athlete's mental state that underscores the importance of GB Wear. When an athlete feels like they are part of the team, they work for the good of the team. They want to represent the team to the best of their abilities. The athlete becomes the team, and the team becomes the athlete. He/she is loyal, engaged, and proud to wear the uniform that bears the Red Shield. The uniform is now the athlete's identity, beliefs, and values.



“ Every person who wears a kimono and believes in Jiu-Jitsu that is taught by me and my family represents the realization of my whole life’s work. ”

Grand Master Carlos Gracie Sr. (1902 – 1994)



Gracie Barra wearables from GB Wear represent more than what can be found in the fiber content of the products. They represent the connection between all of the following components. Some of these can be seen, but many of them can only be experienced.



This seed of inspiration for GB Wear was planted and it continues to grow. We can all participate in the opportunities it brings to the quadrant that makes up Gracie Barra, and together continue to grow our foundation.

GB Wear and the Red T-Shirt

How we dress identifies us as a group and for many people sets the values we represent. What we use transmits to others an idea about who we are.



Gracie Barra's presence has always been felt on the mats at competitions. But prior to 2012 you may have found many GB team members inside the arenas wearing different colors of GB t-shirts in support of our athletes. This created a visually fragmented display inside the arenas and Master Carlos Gracie Jr. wanted to change that because he felt it prevented Gracie Barra's presence from truly being felt off the mats.

So in 2012 GB Wear officially announced the color for our competition team t-shirt that would be used every year moving forward in an effort to unite our athletes and GB Team members who were showing their support in the arenas. That color is the one we are all so familiar with now: the color red. In doing so, it also allowed GB Wear to reinforce the Red Shield concept that we are all so proud to defend. It has helped promote unity, equality, identity, philosophy, and pride for being a GB team member.

GB Wear has expanded this concept beyond a t-shirt. You can now find a sea of red hoodies and red hats everywhere Gracie Barra goes. Master Carlos Gracie Jr.'s original idea of uniting our athletes and GB team members, supporting them, has now come full circle. In the Gracie Barra regions of Oceania, Europe, and Arizona they have implemented the GB Ambassador Program where GB Wear donates a portion of all red competition team t-shirt proceeds back to the athletes who have been selected to be GB Ambassadors in those regions.

Around the world people are faced with the GB red sea. They identify our uniform and know that there exists a team member from Gracie Barra defending our mentality, representing our philosophy, and upholding our values. Wearing the red t-shirt means keeping our legacy alive.



"When I put the red t-shirt on and drive to the tournament... I automatically become someone stronger, faster, and unbeatable... because I know that, there will be hundreds of GB brothers and sisters wearing the same t-shirt, representing the same values, and supporting me on the battlefield by either competing alongside me, or cheering from the stands. That's Gracie Barra!" – Prof. Philippe Della Monica, GB Headquarters Head Instructor.