

Victory

GEAR

Wear it—Live it®



Move with purpose.

Victory isn't something you wait for. You put it on.

Victory Gear is where fashion, movement, and mindset come together bold, inclusive apparel for those who refuse to be defined by limitations and choose to move forward with purpose. Because victory isn't a finish line. It's how you show up. It's how you move. It's what you wear.



Why Victory Gear. Why Now

Life moves fast and can be overwhelming. Consumers are looking for brands that bring energy, optimism, connection, and a little more fun to our lives. Victory Gear delivers all of it.

For retailers, Victory Gear is a feel-good fashion story with broad consumer appeal — a brand customers can believe in, wear, and share.

Victory isn't a destination. It's a choice we make every day.



AMY JORDAN — FOUNDER

Amy Jordan is an award-winning author, speaker, choreographer, fitness expert, entrepreneur, and advocate for disability rights and healthcare equity. Through her work, including the Victory Dance Project and Creating Victory Podcast, she continues to turn adversity into action and inspire others to do the same.

BRAND STORY

Amy's story is one of resilience. Diagnosed with type 1 diabetes at four and legally blind by 21, she turned personal challenges into advocacy and action. In 2009, she was struck and run over by a New York City bus, crushing her right leg and beginning a journey through 23 surgeries and intensive rehabilitation. During that darkest moment, Amy made herself a promise:

"If I survive the night, there will be a Victory Dance."

She survived—and kept her promise.

That promise became the Victory Dance Project, a multi-award-winning documentary and mission to transform trauma into triumph. Amy went on to advocate for disability rights and healthcare equity, take her message to Capitol Hill, and inspire audiences through speaking, movement, and storytelling. Victory Gear is the wearable expression of that mission. Built at the intersection of movement, fashion, wellness, and purpose, Victory Gear creates active lifestyle apparel designed to energize and empower. Every piece is a daily reminder to move forward, show up, and create your own victory.

IMPACT & CREDENTIALS

Award-Winning Author — Dance Because You Can: 5 Steps to Transform Trauma to Triumph

Multi-Award-Winning Documentary — Amy's Victory Dance, streaming on Amazon Prime and featured on American Airlines and Delta

National Media — Featured on Tamron Hall, FOX 5 New York, NY1, Business Insider, Los Angeles Times, and Hollywood Times

Top 5 National Finalist — Michelle Obama's End Childhood Obesity Challenge

Advocate & Leader — Former U.S. Congressional candidate; DPAC Ambassador; disability and healthcare advocate
Fitness Expert — NASM-certified trainer with 25+ years of experience

Founder — Victory Dance Project and Victory Gear

Host — Creating Victory Podcast

THE COLLECTION

Victory Hoodie • Victory Tee • Victory Jacket • Victory Sport Hoodie • Victory Shorts • Victory Pants • Lightweight Tote • Canvas Tote

Pricing: varies from \$50 to \$150. The scheduled date is December 15, 2026, but note that it is subject to change.

Colors: Purple • Plum • Burgundy • Black • Oatmeal • Heather Grey • Grey • Blush • Dusty Rose • Sand • Bone

Victory Card: The brand is grounded in six core pillars: Mindset, Courage, Strength, Purpose, Wellness, and Resilience, which define the Victory Gear movement. Each piece brings them to life and includes an inspiration card with twelve messages, offering a daily reminder to *Wear It. Live It.*



VG100:
Victory Hoodie



VG101:
Victory Tee



VG102:
Victory Jacket



VG103:
Victory Sport Hoodie



VG104:
Victory Shorts



VG105:
Victory Pants



VG106:
Lightweight Tote



VG107:
Canvas Tote

VICTORY GEAR: THE NEXT CHAPTER

Victory Gear lifestyle is just getting started. The brand is expanding beyond activewear into footwear, denim, sweats, swimwear, hats, and more, building a complete line customers can wear from head to toe. For retail partners, that means more categories, more opportunities, and more reasons for customers to return.

Wear it. Live it. Gift it.

CONTACT

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