

thousand



WHO WE ARE

Thousand is an LA-based urban cycling brand aiming to solve a public health crisis of bike safety through good design. By making safety seamless, Thousand is helping to save lives and connecting people to their cities.

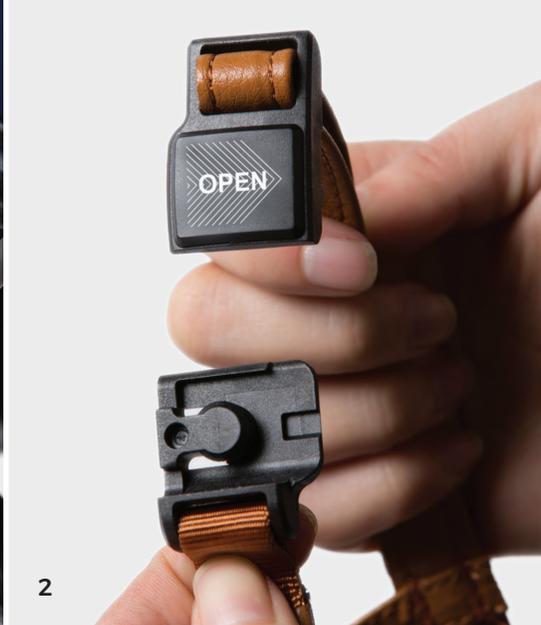
WHAT WE'RE ABOUT

We believe there's a preventable public health crisis happening right now. Every year, there are about 1000 preventable fatalities from accidents involving bicycles. Thousand was born from a simple idea - by making bike helmets that people actually want to wear, we can break down the disconnect between safety concerns and the joy of riding.



BRAND STORY

Our founder Gloria is a longtime cyclist who was never really a fan of wearing a helmet. They were always too uncomfortable or too futuristic looking. But when she lost a friend to a fatal bike accident, she knew she had to change. Instead of settling for the uncomfortable, bulky helmets on the market, she decided to get to work making a helmet that you'll actually want to wear, and Thousand was born.



WHAT MAKES US DIFFERENT?

PRODUCT PHILOSOPHY

We break the barriers of riding by creating products that thoughtfully combine safety, style, and convenience.

PRODUCT DIFFERENCES

POPLOCK (1): The most convenient and secure way to lock up your helmet, backed by our Anti-Theft Guarantee.

MAGNETIC BUCKLE (2): Buckle up with a secure one-handed fastener guaranteed to leave your fingers and neck pinch-free.

VEGAN LEATHER STRAPS (3): Stay comfortable and sweat-free with our eco-friendly microfiber vegan straps, created with animals and the environment in mind.

LOW KEY VENTILATION: Subtle but effective, you'll keep cool with seven air vents and three cooling channels.

BRAND DIFFERENCES

ENVIRONMENTAL IMPACT: Your purchase directly supports environmental restoration and education projects through our partnership with 1% For The Planet. We've also reduced our impact on the planet through a Carbon Offset Program, our mindful supply chain, and innovative packaging.

LIFESTYLE BRAND IN A COMMODITY MARKET: Unlike most traditional cycling brands, we're not just competing on price and product features. We believe building a strong brand can rebrand safety.

BUILDING INCLUSIVITY: In an industry that has traditionally been dominated by older, white, male bike enthusiasts, we're creating an inclusive, diverse community of casual cyclists and urban travelers.



GLORIA HWANG
FOUNDER AND CEO

Gloria Hwang is the founder and CEO of Thousand. Prior to starting Thousand, she spent 6 years cutting her teeth at TOMS and Habitat for Humanity. During her career, she's worked on everything from product development to analytics—all in the context of social impact. Gloria is a second generation Asian American passionate about the intersection of design and social good.