



oak and reed



A DIVISION OF EMERGENT TRENDS INC.



Oak and Reed is a fitness and lifestyle brand offering trend-forward products devoted to wellness and healthy living.



Designed for beginners, experts, and everyone in between,
Oak and Reed celebrates accessible fitness for everyone.




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Our wide variety of fitness and wellness accessories offer unique colorways and original patterns developed to tell a story and easily merchandise together.

With a vision to inspire and motivate, the collection fuses fashion and function into innovative and on-trend pieces adhering to a rigid standard of quality and creativity.



Oak and Reed offers more value with special details, novelty products and contemporary packaging that delivers high-end products at competitive price points.







"Yoga can change your day and a practice can change your life."

Oak and Reed yoga mats and accessories are designed to motivate and inspire with coordinated colorways, original patterns, textures and one-of-a-kind designs





Self-love is critical to our health, happiness, and wellbeing.
From meditation to aromatherapy, Oak and Reed offers the tools
needed to help achieve inner peace.





Whether you love running, biking, strength training, or outdoor adventure, Oak and Reed fitness accessories will fit into your lifestyle.



Inspired by current trends, our collections are infused with fashion and innovative first-to-market designs.





FASHION MEETS FUNCTION

Oak and Reed has developed an extensive line of training gloves inspired by activewear including mesh panels, strapwork and lasercut details.



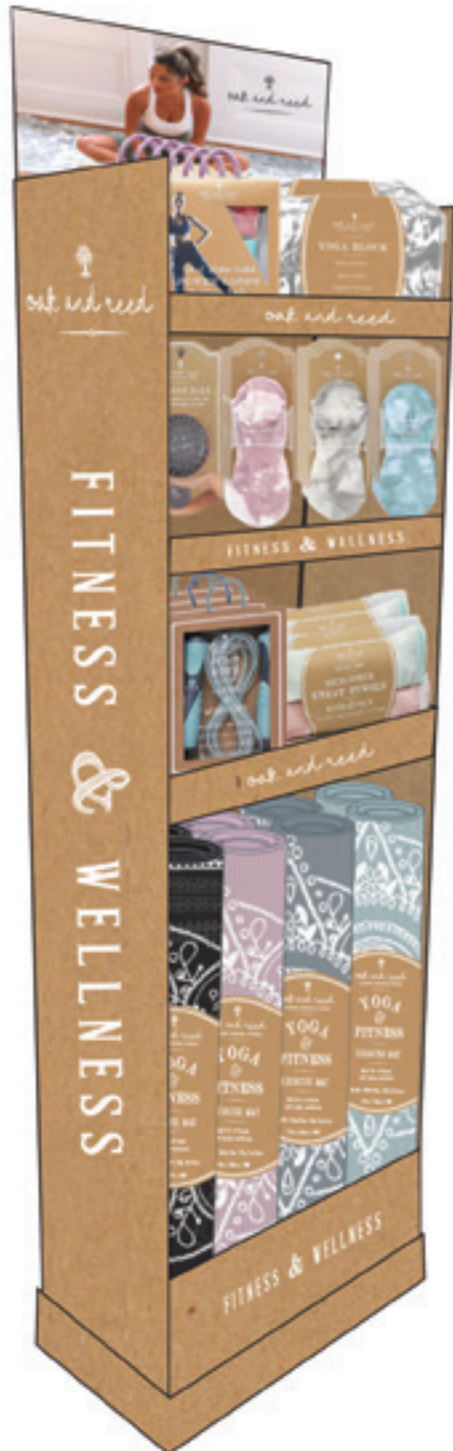


FASHION MEETS FUNCTION

Our dumbbells are available in a range of different weights and color-coded designs offering a beautiful and functional assortment to motivate any fitness routine.








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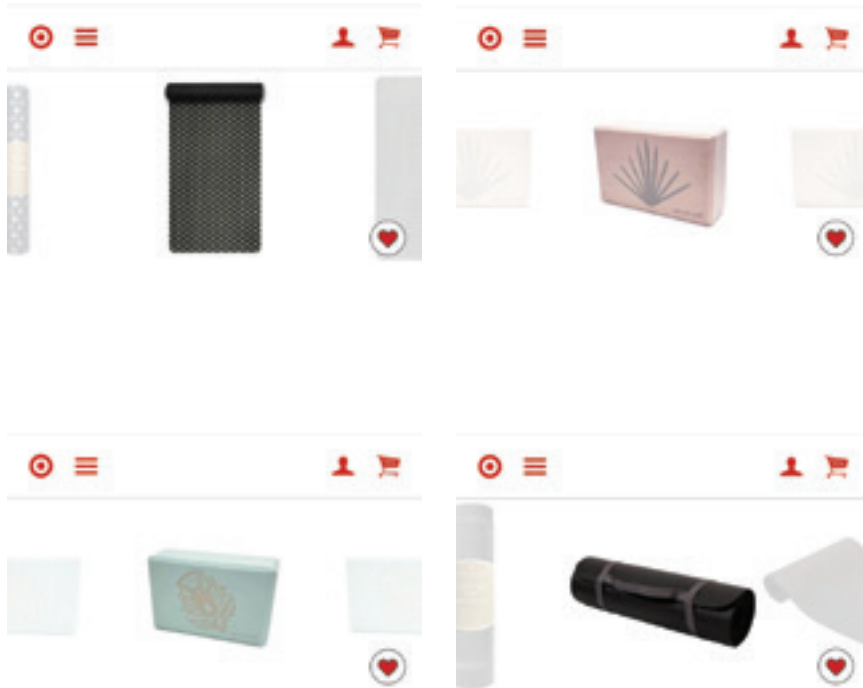
Oak and Reed creatively designs and
carefully curates seasonal collections.



Exclusive Collections

Oak and Reed strives to develop creative collaborations and meaningful opportunities with our partners, offering exclusive retail programs.

- conceptual design • collaborative collections
- color coordination • competitive price points
- customized casepacks and PDQ displays





the Oak and the Reed

strength and flexibility

A Giant Oak stood near a brook in which grew some slender Reeds.

When the wind blew, the great Oak stood proudly upright with its hundred arms uplifted to the sky. But the Reeds bowed low in the wind and sang a mournful song.

"You have reason to complain," said the Oak. "The slightest breeze that ruffles the surface of the water makes you bow your heads, while I, the mighty Oak, stand upright and firm before the howling tempest." "Do not worry about us" the reeds replied, "The winds do not harm us,

We bend so we do not break.

You, in all your pride and strength, have so far resisted their blows. But the end is coming." And as the Reeds spoke a great hurricane rushed out of the north. The Oak stood proudly and fought against the storm, while the yielding Reeds bowed low. The wind redoubled in fury, and all at once the great tree fell, torn up by the roots, and lay among the pitying Reeds.

- Adapted from Aesop's Fable





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