

## Former Reebok VP to launch fashion brand supremebeing™ in US

**Former Reebok vice president of global brand marketing Richard Prenderville's The Peloton to be exclusive US distributor for fashion brand supremebeing™**

**Monday, 20 February 2011, Hingham, MA (USA) ----** The Peloton Group, the new brand marketing company founded by Richard Prenderville, is to be the exclusive US distributor of fashion brand supremebeing™ <http://www.supremebeing.com>.

Prenderville, former vice president of global brand marketing at Reebok and previously head of global media at adidas recently founded The Peloton Group to work with international retail fashion and sports brands. The Peloton Group will exclusively distribute the supremebeing™ range to US stockists.

Richard Prenderville, founder of The Peloton Group explains, "supremebeing™ is a fun yet strong UK fashion label influenced by street culture that is well suited to the US market. With its attention to design, detail and great quality fabrics, supremebeing™ consistently releases complete and edgy ranges for men and women with stylish outerwear, original footwear and amazing graphics. Supremebeing™'s ranges are exclusive and not widely available to mass consumers that can dilute brands."

Prenderville brings 20-years plus experience from the sports, sport apparel and fashion realms being massively influential with some of the most memorable and successful marketing international initiatives created for adidas and Reebok. Prenderville will be exclusively responsible for marketing the supremebeing™ brand for the US with plans on how it will be rolled out to be revealed.

"The brand oozes passion and individualism, spurned from the ethos that everyone is a supremebeing™, individual, but doesn't court elitism. I'm passionate about the brand because it has massive potential with its sophisticated street edge," concludes Prenderville.

David Newman, Founder and Managing Director at supremebeing™ comments, "Having The Peloton Group to manage the important US market for supremebeing™ is critical. Richard Prenderville's global experience at two of the biggest brands in the world is an incredible asset and will be paramount in supremebeing™ translating its brand presence into sales. The Peloton Group are best placed to help us succeed in the US market and help customers identify with a fresh brand that they will want to be seen in and enjoy."

To contact The Peloton Group regarding supremebeing™ stock get in touch via email: [rich@supremebeing.com](mailto:rich@supremebeing.com)

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----Notes to editors----

The media spokesperson for The Peloton Group is Richard Prenderville, founder.

Photographs of Richard and sample products are available here (URL) and upon request.

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## **About The Peloton Group**

A brand consultancy and management agency, fostering brands on the verge of breaking away from the pack.

## **About Richard Prenderville**

Richard Prenderville is the former Vice President of global brand marketing at Reebok International, where he was responsible for marketing, media and advertising for the brand on a global scale. He joined Reebok in September 2006 from Reebok's parent company adidas where he was vice president of media and new media.

In 2009, Richard launched the "Easy Tone" campaign that led the industry in toning communication and dramatically increased sell thru of the advertised product to never seen before levels. In 2010, he and his team launched "REE", the company's first new branding effort in two years. This brand campaign has been iconic for Reebok because it puts the brand's point of view right in the center of the consumer conversation. This campaign was the centerpiece for the industry leading Reetone campaign for Easytone toning shoes and the ReeZig launch for the Zig Tech line of footwear. In addition to that, he also oversaw the brand's communication efforts with the Emporio Armani product collaboration.

In 2010 the work led to Reebok being named Marketer of the Year by Footwear News.

During his time at adidas, Richard was directly responsible for the brands global media operations in addition to creating and integrating their worldwide digital media strategy. He was the driving force behind core media developments at adidas including the successful creation and delivery of the company's digital media strategy and branded content partnerships, such as Xbox and MTV.

His work at adidas contributed to a team that won numerous industry awards including a Global Cannes Gold for the best advertising brand in 2006, over 10 Cyber Lions for excellence in digital media campaigns and brand websites in 2005-06 and Media and Marketing Gold for the best outdoor and interactive campaign in Europe 2005.

An experienced public speaker in the area of digital marketing, brand development and new media, Richard has spoken at leading industry events including The Media Festival in Venice Italy, Yahoo Global Conference in Palm Springs, US. He is a past jury member of the 2009 Festival of Media awards in Valencia, Spain. He has been a guest lecturer at NYU (Clive Davis school of recorded music- Music in Advertising) and Northeastern University.

Richard is a proud father of two boys and is heavily involved in athletics in both his business and personal life, and has competed in over 30 marathons and 60 triathlons, including completion of an Ironman distance triathlon. He is an avid Nordic skier and Crossfitter. He holds dual citizenship for the United States and Republic of Ireland.

**About Supremebeing™**  
**<http://www.supremebeing.com>**

Supremebeing, established 1999 in Cambridge UK, has its roots firmly in British street culture. Offering a complete apparel range, specializing in detailed outerwear, original footwear and striking graphics.

Well known for its choice of fabrics and build quality, each new design strives to be a little deeper and a step beyond the norm with subtly subverted detail and considered application of colour to create innovative, but accessible, products for the unique individual.

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