

ARMORI STEELE

HANDCRAFTED IN MONTREAL



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Mission Statement

ARMORI STEELE is destined to be the world's most luxurious goalie mask collection.

Company Overview

ARMORI STEELE was launched in 2014. The company now operates from Montreal (QC), Canada home to many of hockey's greatest goalies. With operations extending to Ontario and a world-wide client base, ARMORI STEELE is the first and sole company to blossom in the field of Luxury goalie mask collections, a field that was previously non-existent.

"Reminiscent of an emperor's armor, refined finesse meets brute force. We unified our love for hockey with our love for art and luxury. Each distinct detail matters. Employing meticulously handpicked diamonds, 24 karat gold, precious gemstones and authentic Swarovski crystals, each hockey helmet is handcrafted in Montreal. Every masterpiece is immaculate and unparalleled."

What inspired the name ARMORI STEELE?

ARMORI is derived from the term *armory*, which is a place where arms and weaponry are made, stored, repaired and maintained. Access to an armory is extremely restrictive and only reserved to few select members. We view hockey players to be like modern day gladiators, going to the arena and battling for victory.

STEELE stems from the term *steel*, which is a metal alloy that evokes strength, coldness and hardship. A great part of our inspiration originates from emperors, warriors and soldiers whom fight for a cause. ARMORI STEELE is an emblem of glory and triumph. We draw much correlation between a victorious gladiator to a successful modern day man or woman, whom not only survives in life, but comes out winning.

What is the process behind a mask creation?

An ARMORI STEELE collection mask requires months of preparation, near endless hours of creation and meticulous work. We work with a private mask maker to build our own custom shaped shells. We then design and elaborate the original artwork with professional artists, many of which have created NHL paintings for professional goalies. Jewelers come in play when we require specific precious stones or gold plating ingenuity. Each inch of the mask is carefully calculated, each design is thought out and each stroke of paint has a specific meaning.

We leave absolutely no detail untouched.

Why do you produce in such small quantities?

We want to keep our mask collections exceptionally rare and exclusive. Each mask is handcrafted and requires an enormous amount of work. We preserve our masks for true enthusiasts and elite collectors. We find that nowadays, goalies change their masks too often as opposed to the classics of previous generations. Masks now days are too massed produced, and we want to stray away from that trend and bring back a feel of “Timeless Classics”. Diamonds are forever and so is an ARMORI STEELE mask.



Biography / Co-founders

Andy Chung

Andy Chung has a background in marketing and finance. Having worked in the field for a while, he longed to side-launch a company that would offer more excitement, creativity and artistic value to his living. Always having a passion and love for hockey, more particularly for goalie masks, he always collected custom NHL goalie masks. He set out to create a premium line of collector’s goalie mask that would fit his highest ambitions. “Finance is a field that is very competitive. People always want to compete about who has the nicest suits, who drives the more expensive cars, who owns the cooler sports memorabilia. I want to give people a new playground: Who owns the most luxurious goalie mask in their office?” Andy jokingly laughs. The ambition behind ARMORI STEELE is to create the most elitist, the classiest and most artistic mask collection possible. It’s a statement of one’s pride and desire, a symbol of accomplishment and victory.

Mai Tran

With a background in science and law, Mai Tran brings an analytical and technical aspect to ARMORI STEELE. While working in the field of intellectual property law, Mai has always had dreamed of creating and operating her own jewelry collection. With a love and passion for precious stones, rare metals and artistic designs, she brings a fine touch to the creation, detailing and choices of the precious stones that are employed in each collection piece. “It is a work of art, the ingenuity and the endless hours of precision carving that goes into transforming a diamond in the rough into a finished piece of jewelry. Only when the diamond is set in a final piece that one can truly see all its glory and beauty”, explains Mai with scintillating sparks in her eyes.

It was while strolling through the extravagant boutiques in Las Vegas, Nevada that Mai and Andy were struck with the inspiration of combining their passions, thus launching ARMORI STEELE: The world's most luxurious goalie mask collection.

Contact Information:

For general inquiries, press coverage, auctions or charity events, feel free to contact:
Email: contactus@armoristeele.com

Andy Chung

Managing Partner & Co-founder
andy@armoristeele.com
514-231-3931 (Office)
514-814-0469 (Mobile)

Mai Tran

Art Director & Co-founder
mai@armoristeele.com
514-231-3931 (Office)
613-882-2832 (Mobile)

Official website

www.armoristeele.com

Social media

Facebook: facebook.com/armoristeeleofficial
Youtube: youtube.com/user/ARMORISTEELE
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Press Releases | Press Coverage

“Canadian Company ARMORI STEELE creates world's first Luxury Goalie Mask”
<http://ingoalmag.com/masks/17857/>

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