

# OUR PURPOSE



**CLOKE**

# EMPLOYEES

More than a workplace. This is a home for development, for growth and for friendships.

It's a place for courage, open conversations and challenging ideas. Where you can expect to be pushed and supported in equal measure.

This is a place for hard work, firm friendships and forward thinking.



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# DISTRIBUTORS

Being alongside friends in business is why we are in business. Rely on us to do right.

The value placed in distribution and the loyalty to that distribution is huge. It's all about long-term relationships and sustainability.

We have a shared future and take a long term view. That means doing all we can to help everyone prosper.

Success is only real when shared with friends



OUR  
PURPOSE



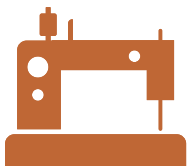
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# SUPPLIERS

It's about a relationship, not a transaction.

A united approach to mutually developing businesses for the betterment of all involved and all who will wear the product.

We don't do deals. We create relationships. Long lasting collaborations, working together with a common purpose and goal.



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# DESIGN

Clothing designed as a platform for success.

You can go unbranded. Simply wear the clothes designed to make you feel good. Make a statement by not wearing the logo and attitude of someone else.

Or add your own finishing touches. The business logo, the brand tagline, the team motif, the club crest. There's something special about pulling on a top that creates a sense of belonging and purpose.

We design garments to be worn as they are or to be branded by you, your way.



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# ENVIRONMENT

The health of the planet is at tipping point and we're jumping on the right side of the scales.

It's time to stand up for the environment and protect our world for future generations.

Living in New Zealand is a wonderful privilege. It's one of the most beautiful countries in the world and it simply has to stay that way.

That's our aim. We will get there.



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# COMMUNITIES

A good friend to society and community, we do the right thing by people and places.

If we have operations there or people there, then we must do what we can to help good causes there.

To be a good friend means to help out, to assist and to support. So that is what we do.

We will support good causes and help where we can.



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# JOURNEYS & DREAMS

Clothing is made to be worn. It'll last the distance as you go from one adventure to the next.

Designed in the deep south of New Zealand, garments are ready to be branded and brandished with pride.

They'll accompany you and be with you as you chase your dreams. And dreams are for real.

Believe in the beauty of your dreams...and dream big. The world needs dreamers.



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