



Breathe Boardwear was founded in 2011 by former competitive wakeboarder Cianne Naji. Cianne's vision was to create a girl's wakeboarding clothing brand based on a philosophy of fluid, free movement on the water. Ci noticed that there was no brand that made clothes specifically designed and cut for female wakeboard riders.

Cianne was born in Dublin, Ireland. She started wakeboarding at age 7. At 16 she moved to Lake County in Orlando and spent two years training at the Hansen World Wakeboard Center. In 2009 she became Irish National Champion. She also placed 6th in the European Championships and 9th in the world at the 2009 World Wakeboard Championships in Korea. After only a few tour stops her illness forced her to hang up her board. Diagnosed with Cystic Fibrosis at age 2, the progression of her illness meant she was no longer able to compete, or even ride for fun. Starting the brand was her way of staying connected to a lifestyle she loved.

The Company was born out of another love of Cianne's. Aside from wakeboarding Cianne loved to draw and design on anything from wakeboards to car seats and footwear. Cianne studied design at college in the Netherlands and then returned to Ireland to start Breathe Boardwear.

Breathe Boardwear Timeline

2010:

Cianne puts together a business plan and raise's funding for the business.

2011:

Emily Godson joins the team. Emily had previously worked as Design Manager for Nautica in New York. Emily describes herself as offering "adult supervision" to the business. The company grows to 6 people and a whole range of products including the innovative helmets and crash vests are released.

Breathe Boardwear is selected as a finalist in the ISPO "Brand New" competition and is invited to showcase products in Munich. ISPO is the world's leading international multi-sport trade show for the sports industry and attracts over 80,000 international visitors.

2012:

May 2012 saw the launch of international website and first teaser collection called Hype.

It also saw the Breathe Boardwear Triple Threat event at OWC Orlando, Florida. The format was the first of its kind; a girl's only event, combining cable, boat and obstable rounds. Leading female riders from all over the world attended with the event results being: Megan Ethell in 1st place, Nicola Butler in 2nd and Taylor McCullough in 3rd.



The Hype product range attracts large interest from the wakeboarding community. Leading girl riders worldwide sign up to represent Breathe Boardwear including: Maxine Sapulette the (World Wakeboard Champion of 2009, 2010 and 2011 from The Netherlands), US's Raimi Merritt (seven time IWWF World Cup Wakeboard winner and female pro rider of the year 2010) and Aussie Wakeboarder Angelika Schriber (winner of Best Female Trick 2012 and 1st at the Tokyo World Cup.)

At the end of 2012 The Breathe Team includes 8 riders from boat and cable wakeboarding backgrounds. It features riders from the US, Australia, The Netherlands, Germany and the UK. They are ambassadors of the brand and are committed to Breathe Boardwear's mission to promote womens wakeboarding. They regularly coach at Breathe clinics and events, continuously raising the standard of women's wakeboarding.

2013:

Our fierce and brave founder, leader and friend Cianne lost her battle against Cystic Fibrosis in January 2013, just weeks before the launch of the Spring/Summer collection 2013. The Breathe Boardwear staff and the Breathe Team of Riders are determined to fulfill her vision for the brand and womens wakeboarding around the world by delivering a range of apparel, accessories and equipment that Cianne would be proud to put her name to.

The Launch of Rubix and Ribbon: SS13

Due to the massive increase in the popularity and profile of extreme sports in recent years, more and more women are getting involved. Sports like snowboarding, surfing and wakeboarding are seeing a huge influx of female riders. The number of girls' wakeboarding is increasing every year and the standard keeps improving with every competition.

Wakeboarding is a tough sport that involves a lot of training and a lot of injuries. With all this in mind we have designed a range of technical and clothing products to protect, comfort and inspire the female wakeboarder.

The product range is extensive: The knitwear includes t-shirts, tank tops, long-sleeved and short-sleeved hoodies. We have a range of shorts, all designed for the female wakeboarder and technical gear including crash vests, helmets, rash guards and neoprene shorts.

We have been innovative with materials and shapes. The crash vests are designed for women and are loved by Team Rider Abby Delgoffe. Raimi Merritt favours our bikinis as they contain extra elastane that stay on during training. Raimi also loves our neoprene shorts that are short for movement and thick for protection. Our marl hoodie is a favourite of Anna Hajek and Hayley Smith as they like it's light but comfortable fabric when coming off the water.



The two contrasting lines: Ribbon and Rubix are both designed by Cianne. Rubix is the edgier of the lines, with sharper colours and geometric prints. Ribbon has a soft ribbon motif featured throughout the line and is much more feminine. This is to cater to different personality types within the female wakeboarding community.

Finally, there is a limited edition footwear collection and limited edition Team Rider Jersey that are sold exclusively online. Our Hi-Tops tie in with our Hype, Ribbon and Rubix lines and can only be purchased at www.breatheboardwear.com. This year we have nominated our Hype Hi-Top as our 'CF Product': 50% of all sales will be donated directly to cystic fibrosis charities worldwide. This is on top of our ongoing pledge to donate 5% of all sales to CF charities.

Breathe Boardwear aims to raise the profile of women's wakeboarding by promoting events and supporting girls who ride, whilst also raising awareness of cystic fibrosis.

Our Cause: Cystic Fibrosis

What is cystic fibrosis?

Cystic fibrosis is an inherited chronic disease that affects the lungs and digestive system of about 70,000 children and adults worldwide. Infections develop in the airways, which causes inflammation that lead to lung damage.

In the 1950's, few children with cystic fibrosis lived to attend primary school. Today, advances in research and medical treatments have further advanced and extended life for children and adults with CF. Many people with the disease can now expect to live into their 30's, 40's and beyond.

What do we do?

Breathe Boardwear pledges to donate 5% of all sales to the local cystic fibrosis association in the region where the sales are made as well as raise awareness of the disease.

Wakeboarding Definitions:

Wakeboard: a short board with foot bindings. The board is usually made with foam and fiberglass. There are fins placed on the underside of the board to aid the board in gliding and stability but also in aerial tricks

Wakeboarding is a watersport that involves riding a wakeboard over the surface of a body of water. It was developed from a combination of water skiing, snowboarding and surfing techniques. The rider is usually towed being a motorboat typically at speeds of 17-25km/h. Although motorboat is the most common type of wakeboarding, there are other types like cable wakeboarding where the rider is being towed by a stationary winch structure. The tricks performed in this environment are aided by structures placed in the water, such as ramps and rails.



When it began:

Wakeboarding came into focus in the late 80's thanks to the popularity of water skiing and the advent of snowboarding. Developed in Australia and New Zealand, it was originally named skurfing, as a small surf board was towed behind a boat. The use of foot bindings was used first in Florida in 1983 and was patented in Australia the following year. Tony Finn was the California representative for the company "Skurfing" and was at the forefront of its promotions and adoption in the US.

The phrase wakeboarding was coined in 1991 by Herb O'Brien, who went on to design and manufacture the "Hyperlite" wakeboard. This redefined the sport from ski boarding to wakeboarding thanks to the new techniques it brought with it. Competitions for this sport began in 1989 and gained popularity around the US in 1990's.

It has become an incredibly popular sport in the US, Europe and Asia. There are 92 countries associated with the sport already under the International Waterski and Wakeboard Federation (IWWF) and 36 of those are represented at competitions worldwide.

Notable Events:

Upcoming events over the season include

- The US Pro Tour stops in Georgia, North Carolina, California, Washington and more. May – August 2013
- National US Championships in Ohio. July 2013.
- The Wakestock World Series in Canada and the UK. July and August 2013.
- The World Championships in Wisconsin. August 2013.
- Wake Park Triple Crown in Orland, Florida. September 2013.
- Wake Park World Championships in Abu Dhabi. October 2013.
- Wake Park World Series in Phillipines, Australia and Thailand. November and December 2013.

The Future of Wakeboarding:

Wakeboarding is one of the fastest growing watersports in the world, with a growing community of female wakeboarders. Since it's inception there has been massive innovation in the industry, from the design of the equipment and hardware to the increase in popularity of related sports such as wakeskating – a hybrid of skateboarding and wakeboarding. Despite narrowly missing out on inclusion in the 2020 Olympics, wakeboarding continues to be one of the most popular and competitive watersports in the world.