



be human **stay human**
Dress for the planet.



**THE
GREEN
ONE**

Eco ActionWear



The Green One Eco-ActionWear line creatively combines contemporary style with environmental sustainability—making it a perfect fit for 21st century socially-conscious consumers. Made from 100% all-natural materials, The Green One logo signifies casual comfort for active people who want to look and feel their best while promoting planetary preservation with their purchases. Whether worn for a day at the gym or a night on the town, The Green One delivers affordable high-quality clothing that personifies people’s most deeply-held values.

exercising your ethics

Williams, the world’s first competitive vegan bodybuilder and our company’s official spokesmodel. As a professional athlete who proactively advocates healthy plant-based eating, humane treatment of animals, and sustainable living, Williams formed The Green One to parlay his unique talents and status as a vegan bodybuilder in the sports arena into fashion world success.

But The Green One stands not only for a cutting-edge clothing line, but also an exceptionally inspiring individual—namely, Kenneth G.

For commercial purposes, there are two fundamental differences between The Green One and our competitors in the field of athletic apparel. The first is our seamless integration of form and function as a central design element, resulting in an Earth-toned aesthetic that is bold yet incredibly versatile. Whether you’re indoors or outside, working out or just hanging out: you’re always dressed for the occasion in our clothes. And even though The Green One was created by a bodybuilder, we designed our fashions for everyone—from athletes in any sport to fitness fashionistas, men and women to children and adults.

changing your clothes

The second distinguishing factor concerns The Green One’s Earth-friendly production process. We strongly support renewable resource and global fair trade policies, so our certified sweatshop-free clothes are made exclusively from organic cotton, hemp and bamboo fiber blends (rather than petroleum-based synthetics). Soft, breathable and yet remarkably resilient, our plant-based fabrics (and dyes) are also non-toxic and completely biodegradable.



sustaining your style

Even the manufacturing process used to produce our cloth is green, employing textile factories powered by clean alternative energy sources like solar, wind and non-polluting biofuels. And when shipping our clothing to retailers and consumers, we box them sparingly but attractively with packing materials made from unbleached recycled paper and cardboard that won't end up trashing the planet.

Pragmatically embracing the present's profit potential while looking optimistically toward the future, The Green One subscribes to a simple yet profound philosophy: changing your clothes can change the world. With consumers' concern about their impact on the Earth only growing stronger with each successive generation, our explicit emphasis on sustainability makes sound business sense both now and in the long run for the forward-thinking clothing company that incorporates The Green One into their product line.

