



UFC 132: LAS VEGAS

A Few New Players Show Up At The Table

by Fred George

We have seen many major advertisers step into the cage in the last few years. With the likes of Budweiser and Harley Davidson on the canvases, it seems there is no more room for the small 'mom & pop' companies any more. The big boys bring deep pockets and carry a lot of negotiating power for signage and advertising. All of the little clothing companies are all but extinct from the game, and the major players like TapouT and Affliction seem to be the only brands that will weather this storm.

Well... never say never!! I just ran into this eclectic group of guys from Vancouver, who are planning a run for the border!! Let's welcome RYU (Respect Your Universe) to the fight game. These guys did their due diligence and put together a major league team. Their research and development team is comprised of the top personnel from Nike, Air Jordan and Lululemon Yoga Apparel. These guys infused millions of dollars into the product in order to compete with the majors right out of the gate.

RYU went public recently and they seem to be on a roll. They are making clothing products from bamboo, green materials, and are developing an anti-microbial material to boot! Since the martial arts are based upon respect, these guys believe that athletes should feel more environmentally conscious themselves.

The launch party RYU, put on along John Wood form Tryst, was unbelievable! These guys business, and that means they have to pay to play! Good luck guys!



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