



# BODY BY BYRAM LOOKBOOK 2017





## FOREWORD

— Amanda Byram

My dream has always been to create a range of workout gear that would make women feel beautiful, strong and empowered, and not just when they are exercising. Personally, I feel my most comfortable and confident in activewear, in fact if I could host TV and walk the red carpet in it, I would be a happy girl! And I know I am not alone... Women everywhere are finally embracing an active lifestyle and have shared their desire with me to feel good when working out.

Body By Byram was born after years of making mistakes both in how I trained and how I ate. Finally, I got it right... I realised that a happy body came from a happy mind and started sharing with women young and old that “perfect” is a personal choice not something that should be dictated to you.

Of course, having a layer of armour to face the world is always helpful when it comes to being brave and strong and for most of us, what we wear is an extension of our identity. So what better way to identify yourself, than as a strong, beautiful, kick-ass woman.

And not just in the gym... I spend as much time in the pilates studio as I do in the weights section... I lift, I run, I box, I spin, I stretch and I need apparel that can keep up with me. So I created a range that women can move in, train in and live in.

I am so proud to introduce Body By Byram. Your life. One step at a time.

A handwritten signature in black ink that reads "Amanda Byram". The signature is stylized and cursive.

Amanda Byram  
Founder & Creative Director  
Body By Byram

**BODY BY BYRAM is the new activewear range by TV host Amanda Byram. As well as being internationally known for her two decades in television broadcasting, Amanda is also a qualified personal trainer as well as a student of nutrition and champion of female empowerment through fitness and exercise...**

Her dedication to health and well-being has led to widespread recognition as a role model and community leader for women who, like her, believe that strong is the new skinny.

Amanda carries this with her in both the physical and virtual worlds and is communicating with more and more women everyday.

Whether it's the one-on-one advice Amanda offers to women in gyms, fitness studios, spin classes and yoga sessions or conversing with them on mass through social media, blog posts and workout videos, Amanda is fast becoming one of the most influential voices in non-professional sport for adult women.

And so, armed with a passion for ac-

noting community, sisterhood and the unique sense of pride experienced when belonging to a tribe.

With such a strong icon in place, Amanda knew she had to deliver a collection that was worthy and, from day one, created five pillars that would ensure she stayed true to the women for whom she was creating the collection for.

Throughout the process, one question above all was asked, "What would *SHE* want?" The answer? Simple... FASHION, FABRIC, FIT, FEATURES and FEEL.

These touchstones informed Amanda and the team every step of the way to ensure they never lost sight of who *SHE* is and, more importantly how to help *HER* exercise with freedom and confidence and allow her to be stronger than her excuses...

**Fashion:** She prides herself on being fashion forward and demands a collection that blurs the lines between workout gear and stylish daywear. In short, she wants to look stylish, sleek and always individual...

**Fabric:** She demands to exercise in sportswear that can keep up with her. That means

EVERYBODY WANTS A...

**BODY BY BYRAM**

tivewear and an implicit understanding of what women want, Amanda is ready to share her inaugural collection. Her dedication to the designs and integrity to only deliver clothing that she would proudly wear, permeates through every aspect of BODY BY BYRAM.

The range is designed to empower the modern woman. Every garment is stylish yet supportive and, above all, created with absolute authenticity.

Before Amanda and the team got to work on the designs, she knew that she

needed a logo that inspired all who saw it. Almost instantly, the logo was scribbled on her notepad: a wing connected to a "B" logo.

For her, it symbolises both the ability of the individual to take flight and soar above the crowd, whilst simultaneously recognising that every woman is driven by a maternal instinct to nurture under the wing. It is both a reference to the "ME" and the "WE".

The former representing strength, independence and identity and the latter de-

no bobbling, fading, colour running or shrinking. A garment that remains fabulous from day one; after every workout and every wash...

**Fit:** She is free to challenge herself and listen to the language of her body without distraction. Every garment is a second skin and fits her curves and contours; stylish, sexy and supportive...

**Features:** She is intelligent and lives in a fast-paced world. She demands zips, pockets, pouches and features that are as smart as she is; solving life's little problems and not causing them...

**Feel:** She deserves comfort and confidence without any compromise. We celebrate her successes and we hide her sins: allowing her to exist in her sportswear 24/7. Whether she is on a 10km run, or simply the school run, she will feel sleek and effortless.

Now, finally, the wait is over and the twenty-four-piece collection is ready to be enjoyed. The four colour stories ensure that every taste is catered for.

Season one is just the start and Amanda and the team have embarked on a journey that will benefit women everywhere...



■  
BB0003  
—



BB00010





BB0005

Navy, black and gold compliment every woman's wardrobe. Mix and match with ease and confidence allowing a fusion of daywear and activewear.



BB0012

BB0001



BB0011

Sometimes, it's not the garment, but the spaces in between... These peep holes allow for pops of colour from the clothing beneath or a cheeky flash of flesh...



BB0013



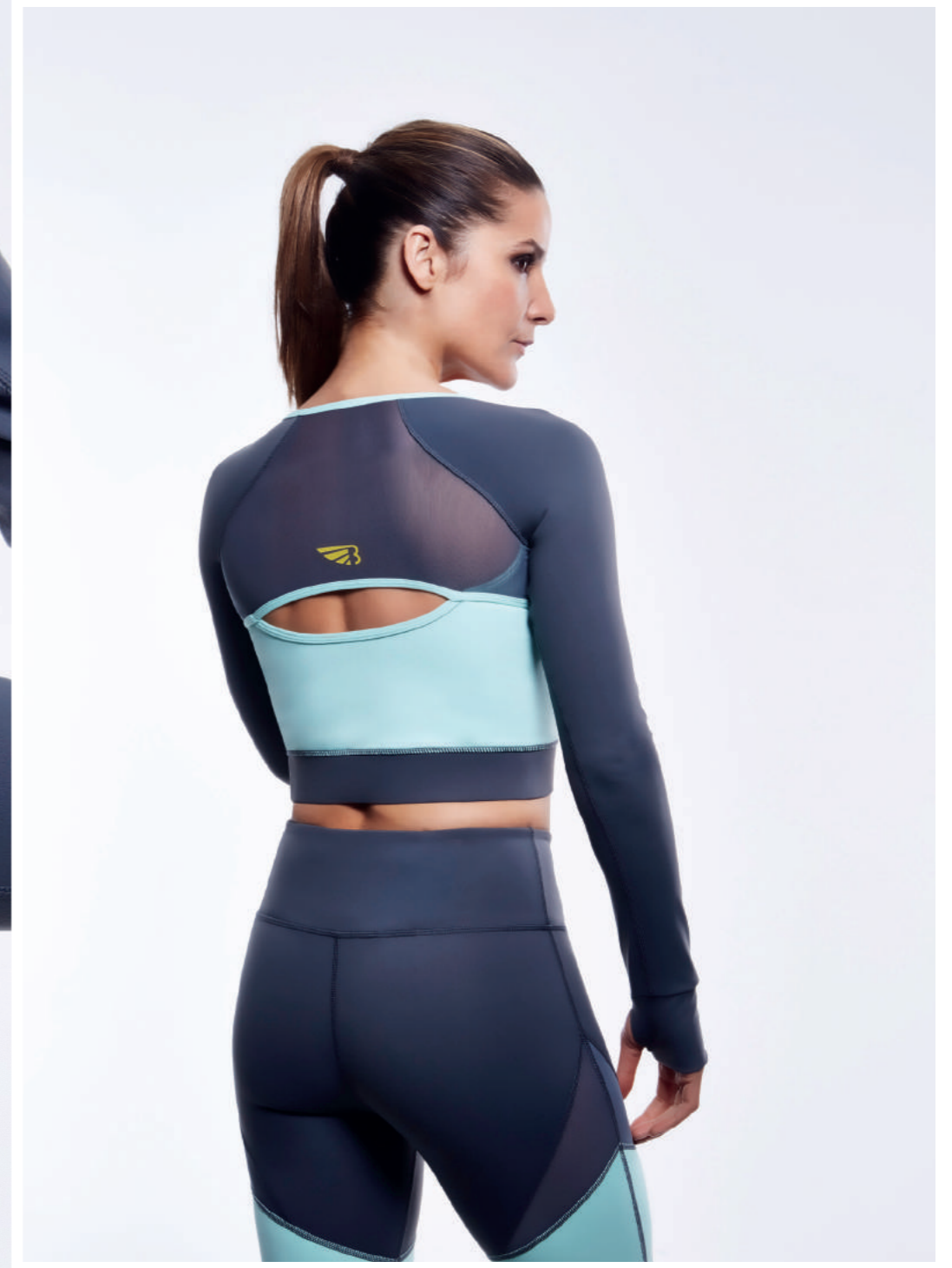


BB0004B





■  
BB0005B  
—





BB0011B

BB0014

Why try to fit in, when you were born to stand out!?  
 Colour brings life and this season pastelles panels are  
 where it is at.



BB0012B



The signature zips offer an extra element of fashion and flexibility. In addition, the mesh panels bring a sense of luxury and comfort.



BB0016B

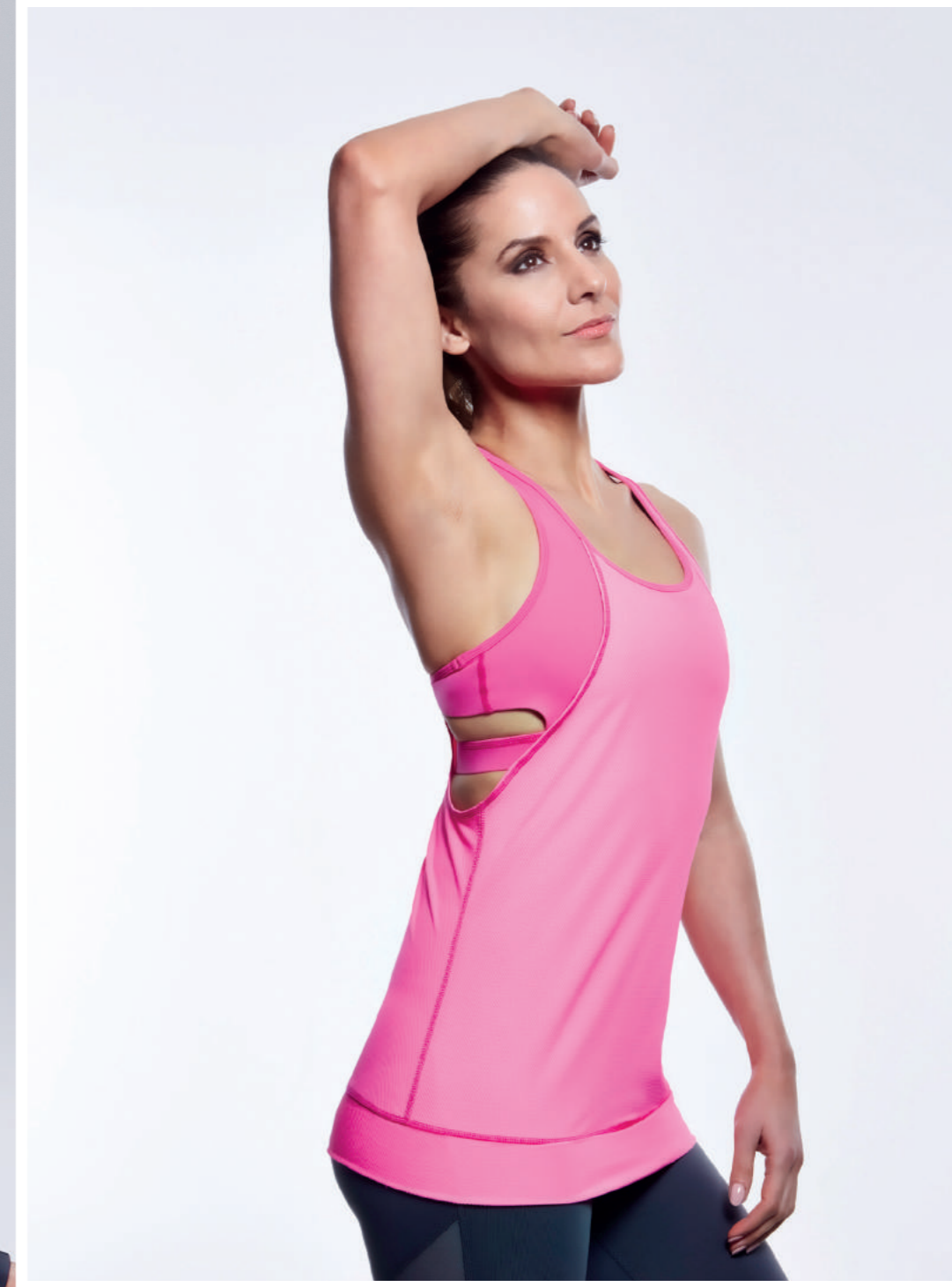


BB0013C





BB0006B



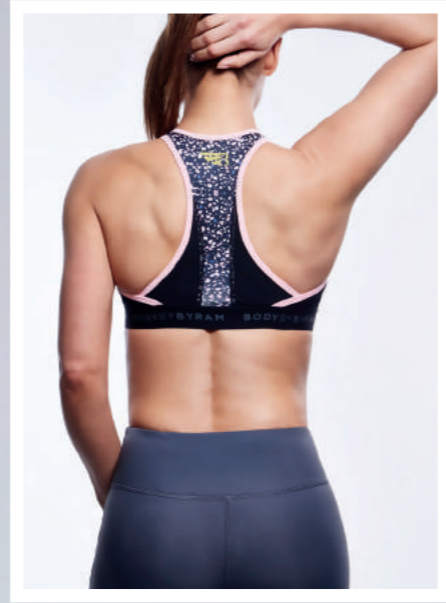


BB0006

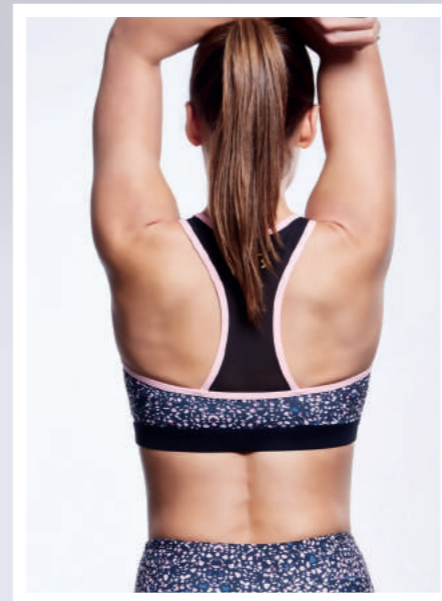
BB0014B

Marbled fleck style patterns are enjoying a real fashion moment right now. The collection's prints were all conceived by Amanda and perfected by London-based print designer and mum of two, Amelia Graham.

BB003B

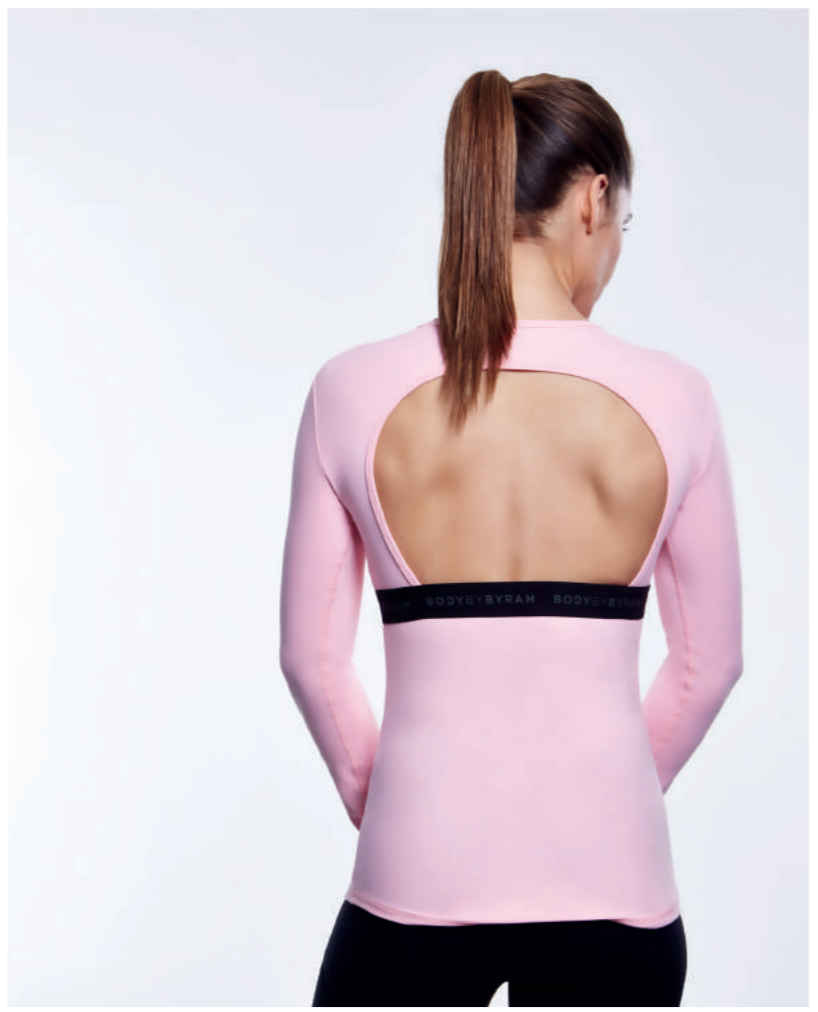


BB0016





BB0004



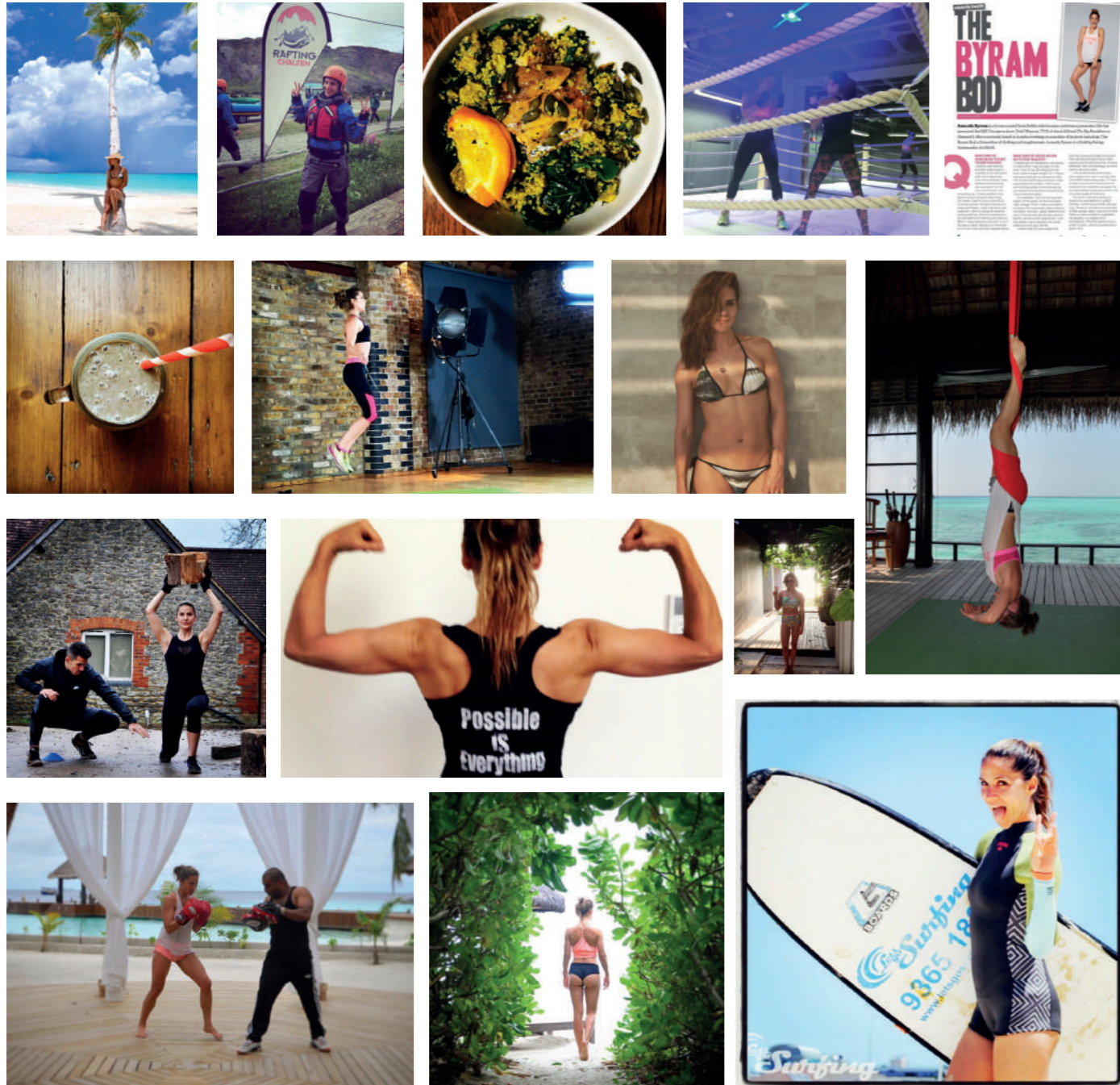
BB0013B



f i t

FITNESS. FOOD. FUN. FOLLOW.

\_\_\_\_\_ @BODYBYBRAM



Coming Soon  
[www.bodybybram.com](http://www.bodybybram.com)

For info and orders contact:  
[Billy@SDLGroupLtd.com](mailto:Billy@SDLGroupLtd.com)



Photography and Production by Jam Creative Consultancy  
[www.jamcreativeconsultancy.com](http://www.jamcreativeconsultancy.com)

