



M O R O T A I



THE BRAND

ELEVATING ACTIVE LIFESTYLES THROUGH INNOVATIVE,
DESIGN-DRIVEN AND SUSTAINABLE
CONTEMPORARY SPORTSWEAR.





BRAND

OUR PHILOSOPHY



M O R O T A I

There once lived a warrior on the island of Morotai.
A warrior who continued the fight,
long after the conflict was over.

His name: Nakamura Teruo - the last standing Japanese soldier
who defended Morotai on his own in World War II.
A man whose courage, endurance,
strength, and willpower are unforgotten.

His legacy is our philosophy.
Your challenge is our fight.

We are MOROTAI.



STORY

HOW IT ALL BEGAN

As a passionate amateur athlete, Rafy Ahmed consistently encountered a common problem: he could never find the right sportswear for his diverse sporting activities. What he was in search of was sports attire versatile enough to be worn across a wide range of sports, and functional enough to allow him to fully focus on his training.

Out of this personal necessity, the concept for MOROTAI was born – a sports fashion brand created by an athlete for athletes.

What initially started as a bachelor's thesis quickly transformed into a tangible project. Together with a team, Rafy founded the brand MOROTAI.

MOROTAI combines high quality and functionality with a unique aesthetic.

FIND YOUR INNER WARRIOR

The brand was named after the Indonesian island of MOROTAI, which was single-handedly defended by a lone warrior during World War II. MOROTAI aims to awaken this unparalleled spirit of determination within us all, because there's a warrior in each of us.



VISION & MISSION

WHAT WE BELIEVE IN

MOROTAI creates sports clothing with numerous benefits. Our core emphasis lies in crafting timeless products. This involves using a color palette spanning from white to black and everything in between, facilitating versatile mix-and-match options. The timeless design ensures our sports clothing always maintains a stylish and current appearance, irrespective of fashion trends.

Our apparel offers a close fit to the body, eliminating potential disruptions during training. The cuts are universally designed for various sports. There's no longer a need to fret over suitable workout attire; you always possess the right options. Seamless mixing and matching equips you for athletic activities instantly. With MOROTAI, readiness for sports is constant!

The features of our sports clothing are meticulously tailored for recreational sports use. Nevertheless, these garments are equally fitting for leisure. Our guiding motto consistently prioritizes comfort and a perfect fit. With these prerequisites met, wearing our apparel becomes a joyful, fun experience.

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Furthermore, our focus on design ensures your comfort and aesthetic satisfaction. We've observed that well-fitting, visually appealing clothing serves as a motivational factor for sports participation. Similar to how music enhances performance, the right attire can amplify your enthusiasm for sports. At MOROTAI, we amalgamate functionality, comfort, and aesthetic design to provide a comprehensive experience that catalyzes sporting excellence.

We characterize our apparel as **MULTIFUNCTIONAL SPORTSWEAR**, well-suited for a plethora of sports. Enhanced features like adjustable straps and phone pockets make them equally suitable for everyday use. Secure phone storage during training and concealed pockets for items like credit cards or keys add practicality. Our attire offers utilitarian advantages not only during sports but also in daily life, ensuring the secure and convenient carriage of important items.

MOROTAI clothing is the result of collaboration between recreational athletes and caters to the needs of the same group. Compared to professional sports, recreational athletes have distinct apparel needs. Soft and pleasant materials, vital for a comfortable wearing experience, take precedence. Our apparel is durably designed to cater to the specific demands of recreational sports.

We comprehend that comfort, functionality, and versatility are paramount for recreational athletes. Consequently, MOROTAI is dedicated to crafting essential pieces requisite for recreational sports. Our apparel strikes an ideal equilibrium between comfort, functionality, and style, facilitating unrestricted movement during sports while simultaneously exuding a fashionable aesthetic. We place special emphasis on quality and durability, ensuring prolonged enjoyment of our sportswear.



UNIQUENESS

WHAT MAKES US SPECIAL

Timeless Design

MOROTAI manages the balancing act between modern sports fashion and clear design without frills. This means that the sportswear can be worn over a longer period of time without going out of fashion.

Color Simplicity

Thanks to the minimalist color palette, all MOROTAI products can be freely combined with each other. No matter which garments you take out of your closet, they will always make an eye-catching outfit. This means one problem less for you to worry about

Maximum Comfort

Our sportswear is so comfortable that one never wants to take it off again. As our sportswear can be worn in sports as well as in everyday life, this is no problem.

Multifunctionality

MOROTAI products are multifunctional. They are suitable for all common sports so that you do not need a different outfit for every sport.

Smart Details

Our focus is on making your training experience as comfortable as possible so you can fully concentrate on your workout. Innovative details such as concealed cable guides ensure that nothing distracts you from your training.

RE-DEFINING THE ART OF SPORTWEAR.





BRAND VALUES

WHAT WE STAND FOR



Aesthetics

We believe in the beauty of a healthy lifestyle

Loyalty

We stay true to ourselves

Passion

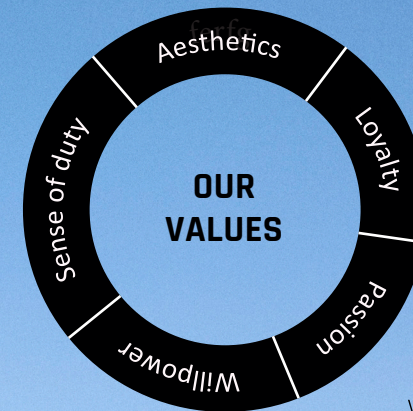
We simply love what we do

Willpower

We believe that you can achieve anything

Sense of duty

We want people to only get the best





TARGET GROUP

OUR CUSTOMER PROFILES

Fitness enthusiasts

Individuals who engage in physical activity regularly and are in search of high-quality sportswear that enhances their performance and motivation.

Fashion-conscious athletes

Individuals who value stylish attire and are looking for sportswear that is not only functional but also fashionable and appealing.

Fitness beginners

People who are interested in adopting a healthier lifestyle and are searching for sportswear that motivates and supports them in achieving their fitness goals.

Environmentally conscious consumers

Individuals who prioritize sustainability and are seeking sportswear that is environmentally friendly in its production and practices.

Individuals with hectic lifestyles

People leading busy lives who are searching for sportswear that provides them with a boost of motivation and energy to remain active despite their demanding schedules.

Fitness enthusiasts aiming to rekindle motivation

Individuals who find themselves in a motivational slump and are looking for sportswear that can help reignite their enthusiasm for exercising.



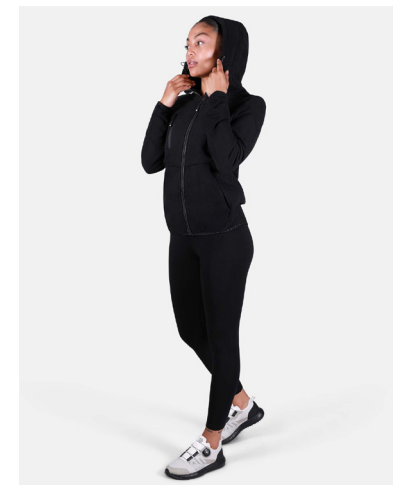


COLLECTIONS

BRAND CORE LINES

NEOTECH

A collection crafted from cutting-edge fleece materials. This line redefines functionality and comfort, offering a perfect balance of style and performance. Whether you're in pursuit of outdoor adventures or cozy moments indoors, the Neotech Line ensures unparalleled warmth and flexibility. With advanced fleece technology and exceptional craftsmanship, Neotech is the ultimate choice for those seeking both functionality and fashion.





COLLECTIONS

BRAND CORE LINES

CHROME

This premium line offers top-tier functionality and aesthetics in perfect harmony. Whether you're running, cycling, or hitting the gym, the Line ensures optimal comfort and maximum freedom of movement. With high-quality materials and state-of-the-art technology, the Chrome Line is the ideal choice for those who prioritize quality and futuristic style.



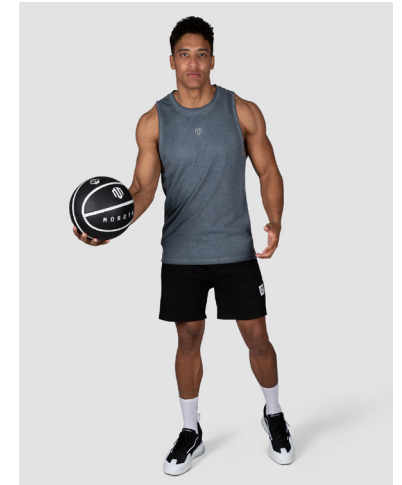


COLLECTIONS

BRAND CORE LINES

ENGINEERING

A collection crafted from ultra-lightweight, high-performance fabrics. These garments offer a multitude of features, with breathability and supreme comfort at the forefront. Engineered for versatility and tailored to all sports, this line represents the pinnacle of technical sportswear.



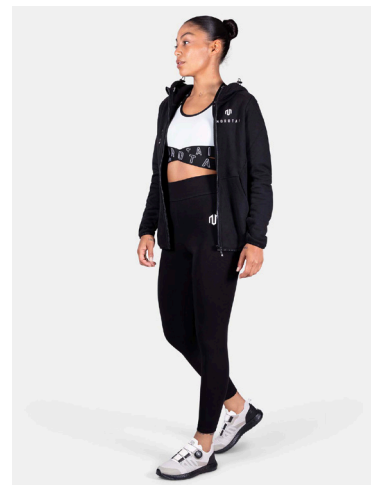


COLLECTIONS

BRAND CORE LINES

ESSENTIAL

A versatile collection designed for everyday wear. Combining style and comfort, this line offers a blend of lifestyle and streetwear aesthetics. Crafted from a variety of fabrics, the Essential Line brings together modern design and exceptional comfort, making it the perfect choice for your daily adventures.





COMPANY CULTURE

WORKPLACE ENVIROMENT & CORPORATE SPIRIT

Our brand creative studio is located on the edge of the Black Forest in Pforzheim. There, all departments work hand in hand and thus enable the continuous growth and further development of MOROTAI.

As a company, it is particularly important to us that our employees identify with the brand values and live the sports lifestyle themselves to which we motivate our customers. This is the only way we can really understand our customers, especially what their needs and requirements are.

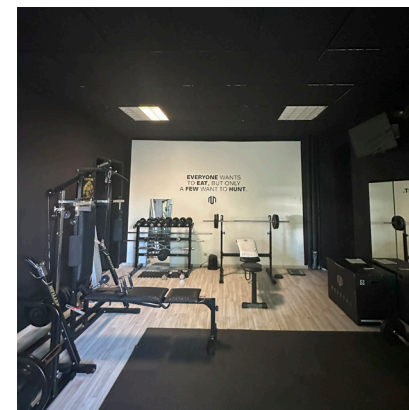
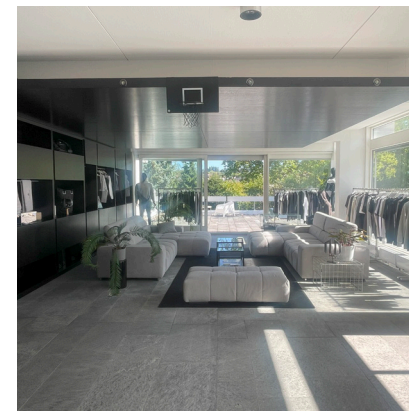
The diversity of our team and the unique team spirit of everybody who works at MOROTAI is something we are extremely proud of. Each individual contributes his or her own special part to the team and creates the brand. With joint team activities and team sports, we all have a lot of fun together and strengthen our team spirit.

MOROTAI Sportswear is committed to the principle of equal opportunity, providing all employees with a workplace free from discrimination and harassment.

Personnel decisions at MOROTAI Sportswear, such as candidate selection, job placements, compensation, promotions, evaluations, disciplinary actions, terminations, and access to benefits and training, are made regardless of race, skin color, religion, national or ethnic origin, gender, pregnancy, age, physical, mental, or sensory disabilities, sexual orientation, gender identity and/or expression, marital status, prior or current military service, family medical history, genetic predisposition, family or parental status, or any other status protected by laws or regulations at our locations.

WE BELIEVE IN THE **BEAUTY** OF A **HEALTHY** LIFESTYLE.

Our brand office is more than just a space; it's a vibrant hub that embodies creativity, wellness, sports, and comfort. It's where our brand comes to life, and where our team thrives in an environment that nurtures innovation and well-being.





CORPORATE SOCIAL RESPONSIBILITY

OUR IMPACTS

Production

We are aware of our responsibility towards the people in our production facilities. Therefore designer and founder Rafy Ahmed travels to the production sites at regular intervals to check whether the ethical standards of MOROTAI are being adhered to.

It is important to us that fair and safe working conditions are guaranteed in the factories and that workers receive a fair wage for their work.

Sustainability

We have set a goal to primarily use more sustainable raw materials. This includes sustainable cotton, the use of recycled fibers, and promoting animal welfare. Wherever feasible, we are already replacing materials with sustainable alternatives without compromising our design standards. We primarily use fabrics tailored to the ecological parameters of the OEKO-TEX Standard 100

Durability

Through the exclusive use of high-quality materials, we are able to provide products of the highest quality. This makes our products extremely durable and wearable for many years. This is how we defy short-lived fashion.

Regional support

We have not forgotten where we come from and it all began. Therefore it is our heartfelt concern to support the local associations. By supporting the youth in particular, we promote the future of tomorrow and can help them to reach their full potential.





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