



SHANE R. PRICE

THE DERMAL FRONTIER

Shane R. Price views the skin not merely as a surface, but as a sophisticated biological boundary. For years, the activewear industry has treated this boundary as an afterthought, saturating it in standard synthetics and undisclosed chemical finishes.

His objective was to disrupt this paradigm. Shane began an obsessive refinement process to develop what he calls Performance Skinwear™—apparel designed to respect the body's most vital organ during its highest states of exertion.

TECHNICAL PROVENANCE

The EveryRep aesthetic is defined by what is absent. There are no harsh finishes; there is only the purity of the fiber. Our Tencel™ Modal yarns and dyes carry the Oeko-Tex® Standard 100 certification, while our BioLuxe™ textiles incorporate CiCLO® technology, meeting the most rigorous industry certifications for material integrity.

PHILOSOPHY

Dermal Integrity

PRIMARY TEXTILES

BioLuxe™ / Tencel™

CERTIFICATION

Oeko-Tex® Standard 100