

NO RULES!



2021



©1994-2021 NO RULES®



INTRODUCTION

NO RULES® is a cool and funky lifestyle brand for the “Tween” youth of today. This fun and edgy brand is a mix of urban skate and surf scene influences, together with cheeky street smarts. The brand aspires to have an “in your face” attitude, and epitomizes an “against the norm” way of life. The result is a compelling breadth of creative, urban inspired, cutting edge graphics and trendy styles, celebrating individuality, fun, and friendship — all the key elements for a “Tween” lifestyle brand.

Target Consumer:

- Primary consumer target: Boys ages 7-14
- Secondary consumer target: Girls ages 7-14

Key Attributes:

- Cool / Edgy
- Attitude / Cheeky
- Individuality
- Urban / Street Smarts
- Action Sports
- Diversity / Camaraderie



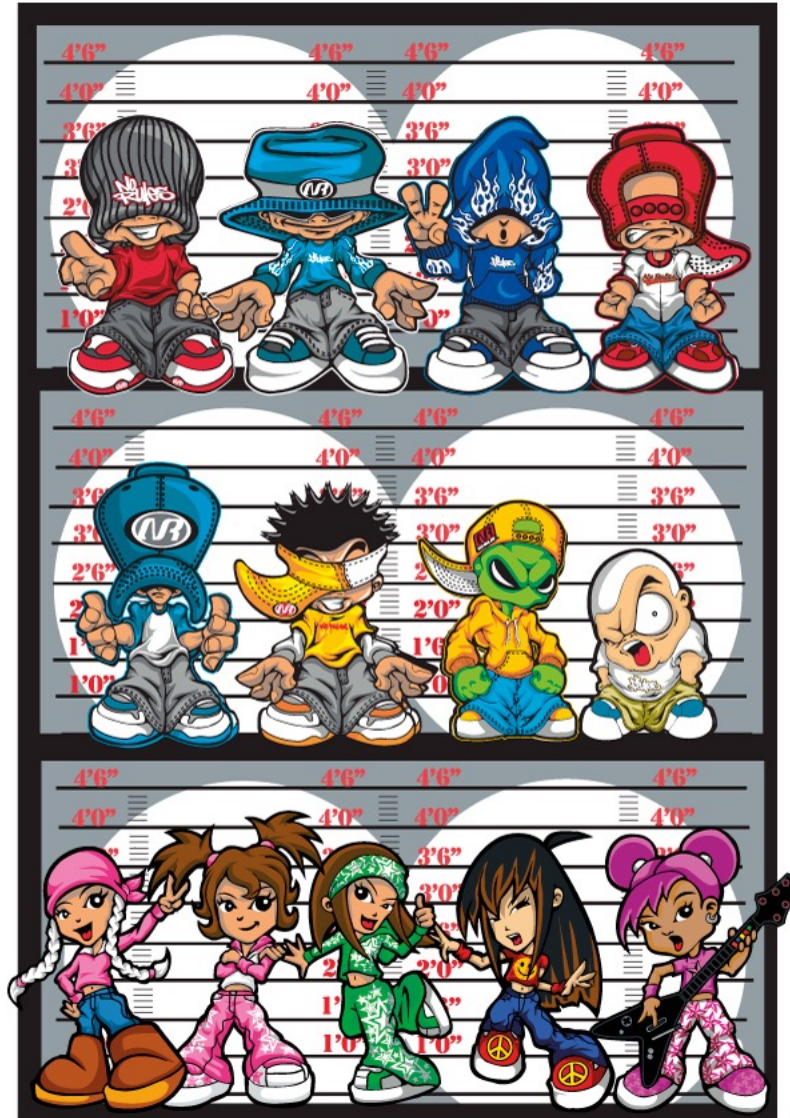
MAIN CHARACTERS

The brand features “One Eye Jack”, the leader of the NO RULES® Crew” and his tough little sister “Jill”, both have a fun and free spirited lifestyle, with plenty of attitude and are two of the main characters of the brand.



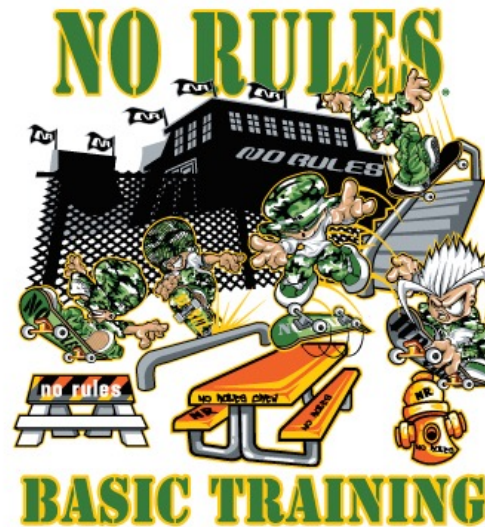


NO RULES® CREW

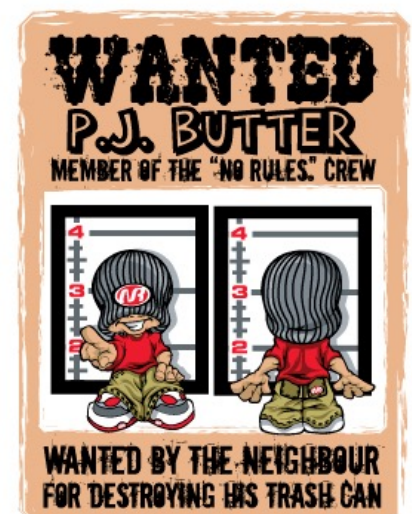
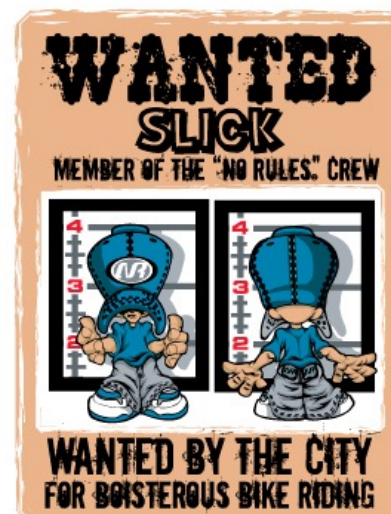
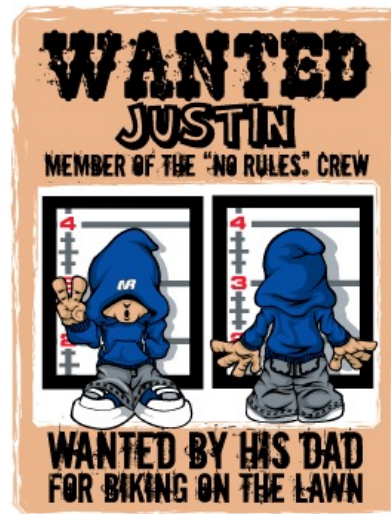


CONCEPT DESIGN: NR SCHOOL

No Rules

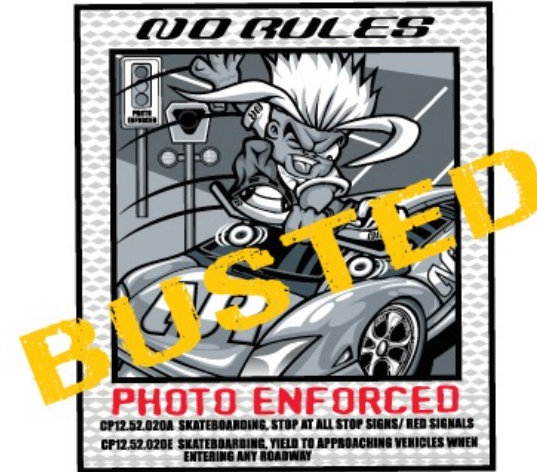


CONCEPT DESIGN: MOST WANTED



No Rules

CONCEPT DESIGN MISC



CONCEPT DESIGN MISC (CONT'D)

No Rules

LET ME TAKE



THE TRASH OUT.

GIVE ME CANDY



OR YOUR TRASH CAN GETS IT!

GOT CANDIES



OR BEWARE
NO RULES



EXAMPLES





EXAMPLES (cont'd)



EXAMPLES (cont'd)





EXAMPLES (cont'd)





EXAMPLES (cont'd)





www.norules.com

No Rules

On the Move Product Archive the Crew Attitude Contact

No Pain. No Gain. No Rules

NO RULES

What's new...

2015-2016
Longboard - Scooter - Skate board
No Rules® 2015-2016
new products
11 MARCH 20, 2016

No Rules® Scooter 2015
11 MARCH 20, 2016

No Rules® Scooter Designs
11 MARCH 20, 2016

No Rules

On the Move Product Archive the Crew Attitude Contact

the Crew

No Rules

On the Move Product Archive the Crew Attitude Contact

Attitude

what are you looking at.

WHO ARE WE?

No Rules® is an attitude brand for today's youth, 7-14 years, with a skate/extreme sport/street focus.
The graphics are edgy and provocative. No Rules® epitomizes an "In your Face" and "Against the Norm" attitude embraced by the today's active youth market.

No Rules

On the Move Product Archive the Crew Attitude Contact

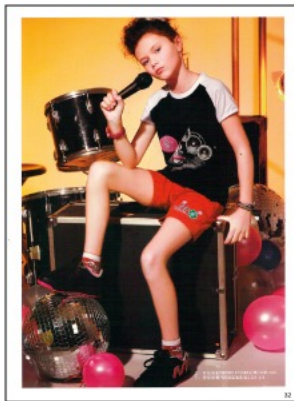
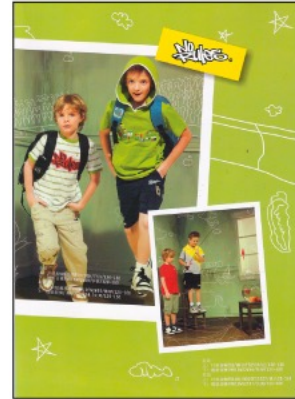
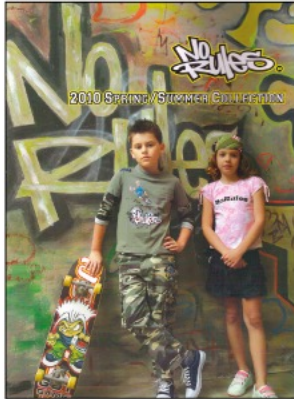
Skateboard

Skateboard Abec 5

Board made of high-quality 9-ply Maple
Double Kick
Deck surface with anti-slip sand grip
5" Strong Aluminum Truck
PU wheels, Ø 50 x 36 mm
Bushing ABEC 5, Carbon
Measurements 78,8 x 20,3 cm
Max. user weight 100kg

SKU: 430004162009
Category: Skateboard

CATALOG





CATALOG (CONT'D)





MISC ARTWORK







MISC ARTWORK (cont'd)

NRG-SS11-06



NRG-SS11-03



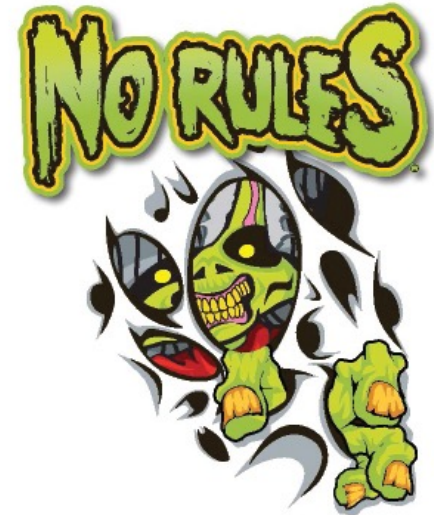
NRG-SS11-02



NRG-SS11-01

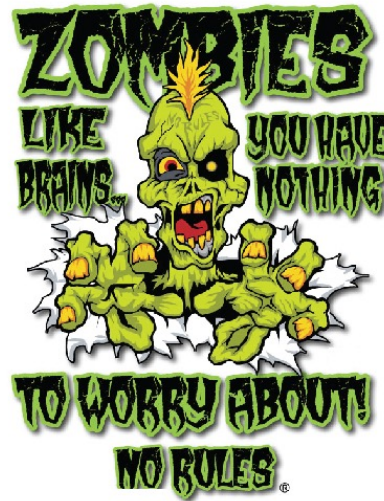


NEW ARTWORK – ZOMBIE



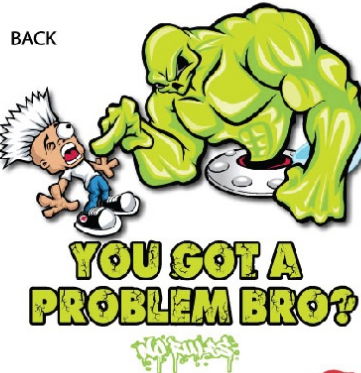
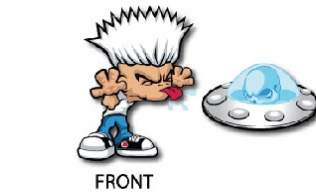
No Rules

NEW ARTWORK





NEW ARTWORK (CONT'D)



NEW SKATE



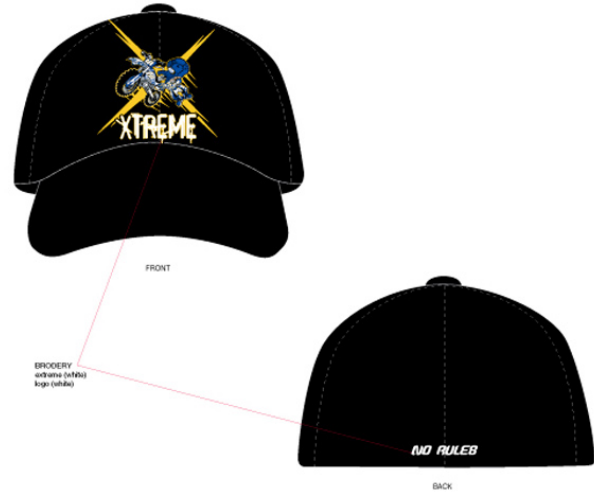
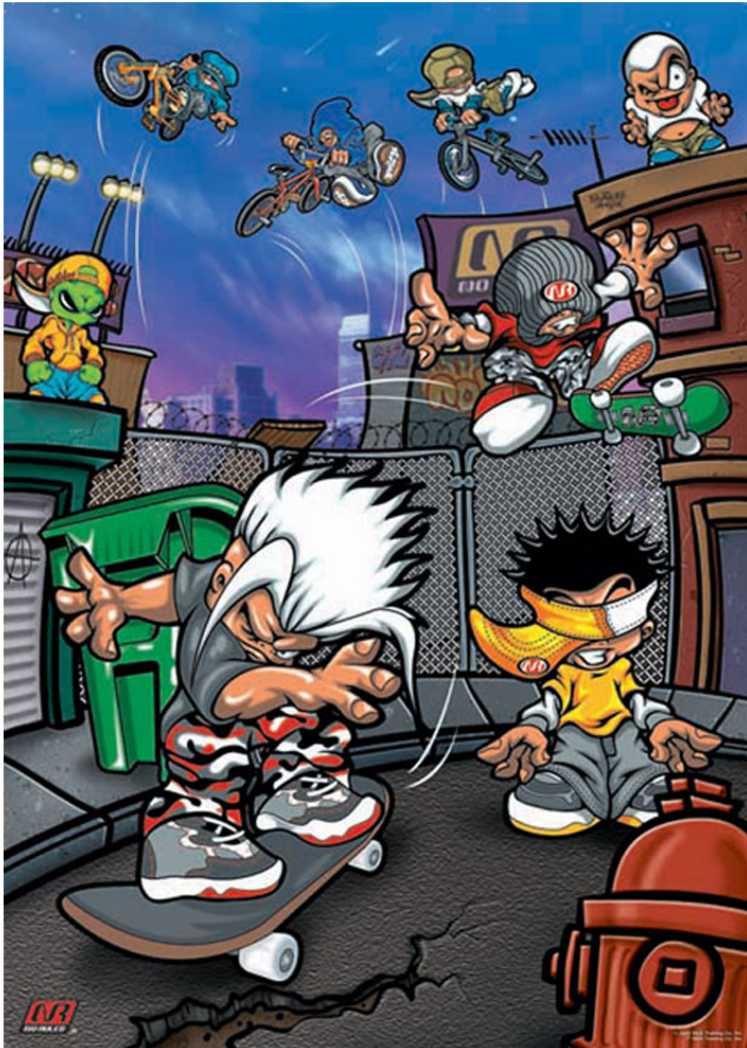


NEW SCOOTER



POSTER & CAP

No Rules



FRONT										BACK										EMBROIDERY										STITCH										
A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
B	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
C	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120
D	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160

A	A	A	A
XTREME	XTREME	XTREME	XTREME
NO RULES	NO RULES	NO RULES	NO RULES
BLACK (CAP COLOR)	DARK BROWN (CAP COLOR)	DARK GREY (CAP COLOR)	NAVY (CAP COLOR)
DARK GREY (UNDER VISOR COLOR)	LIGHT BROWN (UNDER VISOR COLOR)	LIGHT GREY (UNDER VISOR COLOR)	BLACK (UNDER VISOR COLOR)

MISC

No Rules



NO RULES® STORE



NO RULES® STORE (CONT'D)



NO RULES® STORE (CONT'D)

