

Company Profile

“Where Luxury Meets Performance”

GOODLYF





Elevating Gym Wear to New Heights

About Us



GOODLYF TREND is a luxury gym wear brand redefining fitness fashion by fusing high-performance functionality with elevated style. Inspired by industry leaders like Puma and Nike, we've created a bold identity rooted in quality, innovation, and sophistication. Our collection is made for individuals who live with intention those who prioritise fitness, fashion, and ambition in equal measure.

Founded by visionary designer Samuel Ugherebe, every piece of GOODLYF TREND gym wear is crafted with precision, passion, and purpose. Whether you're lifting heavy, hitting cardio, or stepping out in style, our pieces are designed to empower you through movement and presence.

Corporate Vision

At GOODLYF TREND, our vision is to lead a global movement where luxury and performance unite to redefine the way people experience fitness fashion. We envision a world where gym wear isn't just functional, but a true reflection of personal ambition, self-expression, and high-end lifestyle. Our brand aims to become a symbol of excellence—one that motivates individuals to embrace discipline, style, and strength in every aspect of their lives.

We see GOODLYF TREND becoming a go-to name not just for athletes and fitness enthusiasts, but for anyone who values quality, confidence, and bold design. As we grow, we aspire to build a community that celebrates a culture of wellness, self-worth, and relentless pursuit of greatness.

we are to become a global leader in luxury activewear by setting the standard for high-end gym wear that doesn't compromise on performance, comfort, or design.



Corporate Mission

Our mission is to design and deliver exceptional gym wear that empowers individuals to look, feel, and perform at their best. Every piece from GOODLYF TREND is carefully crafted to reflect the energy, resilience, and elegance of those who wear it. We are committed to blending cutting-edge innovation, premium materials, and timeless style to create collections that go beyond the gym they make a statement.

We exist to inspire a lifestyle of ambition and elevate the standards of activewear. Through thoughtful design, sustainable practices, and a focus on community, GOODLYF TREND is not just a brand it's a movement for those who strive for more, expect the best, and live the good life.





What We Offer

- Premium gym wear for men and women
- Custom-designed collections curated by founder Sam
- Limited edition releases that align with seasonal trends and performance needs
- Online shopping experience with fast, reliable delivery
- Style and fitness consultations (coming soon)

Our Service

What Sets Us Apart



Passion in Every Stitch



At GOODLYF TREND, we don't just sell gym wear—we craft a bold lifestyle experience. Every piece is born from a clear intention: to inspire confidence, enhance performance, and embody luxury. Our designs are created for individuals who demand excellence, style, and purpose in every move they make.

What makes GOODLYF TREND truly unique is the passion and precision behind the brand. Each garment is meticulously developed under the creative direction of our founder, Sam, whose vision brings together high-end fashion and peak performance. From initial sketches to the final stitch, nothing is overlooked.

We believe that gym wear should be more than just functional—it should be empowering. And with GOODLYF TREND, you're not just wearing a brand. You're wearing a mindset.

01

- Elevating Gym Wear to New Heights

02

- Attention to detail in every seam, cut, and fabric

03

- Fashion-forward designs that move with your lifestyle

04

- A brand built for the ambitious, the bold, and the unstoppable

Our Team

At GOODLYF TREND, our power lies in the synergy between vision and execution. We are a small, intentional team with big ambition fuelled by passion, purpose, and excellence.

Sam – Founder CEO & Creative Director

The heartbeat and creative force of the brand, who brought GOODLYF TREND to life. Every piece is crafted with his deep commitment to innovation, performance, and style. With a sharp eye for aesthetics and a relentless pursuit of quality, Sam designs every collection with purpose. He ensures that each garment doesn't just meet performance standards but exceeds expectations in both style and durability. His vision? To create a brand that champions ambition, elegance, and edge whether you're training, traveling, or turning heads.

Làdo – Digital Marketer & Strategist

The mind behind the brand's online presence and strategy. From digital campaigns to audience engagement, Làdo ensures that GOODLYF TREND reaches and resonates with the modern, luxury-driven fitness community. With a blend of data-driven strategy and creative intuition, she crafts compelling narratives, designs impactful digital campaigns, and builds online presence ensuring that every scroll, click, and interaction reflects the luxury, confidence, and boldness GOODLYF embodies.



Our Team

Goodlyf

Founder & CEO



Lado

Digital Marketer & Strategist





Let's Build Together



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