

GREAVES

Issue No. 1 | FW 2025

BRIEF

MANIFESTO

THE HUNGRY WILL EAT

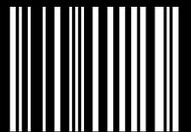
“SCRATCH,
CLAW, OR
TEAR”

- the Greaves
Mantra

Everyone wants
GREAVES

Inside: Training as
Warfare

The Manifesto That
Started the Fire





“We do not grieve who we were. Leave It. It doesn’t serve you.”

“Baptized once in water, next in flame.”

I clawed my way out. Burned in the fire. Rose through the smoke.

Every rep buries the old me.

Every breath is a war cry.

Hunger is holy.

And a hungry dog doesn’t wait.

A hungry dog eats.

Every. Time.

This is GREAVES.

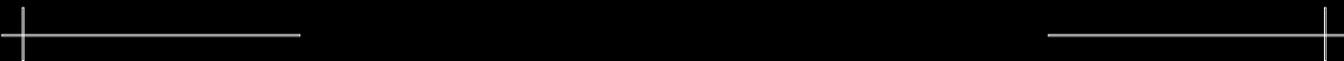


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SCRATCH, CLAW, OR BITE. DOESN'T MATTER. → WE EAT.

GREAVES wasn't built for the perfect. It was born for the hungry. Not the ones who wait for the world to hand them a crown — the ones who take the crown from the fire. This started in the corners of the weight room where the plates scream louder than the music, and your lungs are begging for mercy. That's where the old man dies.

The Scriptures say **you can't be reborn if you don't die first.** You've got to bury what's weak to become what's strong. The old man breaks under the bar. The new one rises with it.

My old man used to say: **"A hungry dog gonna eat. Every time."** And he was right. Hunger don't care about fear. Hunger don't care about pain. Hunger tears through doubt and gnaws on what's left.

GREAVES is forged in that hunger. It's the armor you put on when the world comes swinging. It's the hellhound that tears into every excuse you ever had. It's structure and chaos, discipline and fire.

This brand ain't about looking clean. It's about dying in the dirt and rising from it. It's about burning in the furnace and walking out covered in ash and light.

You shed the skin of who you were. You bury that man beneath the plates. And when you rise, GREAVES rises with you.

We don't grieve what we've killed. We honor it with sweat. We train like the **JUDGE** is watching.

This isn't a brand. It's a resurrection. ***This is GREAVES.***



Probably the best brand I have ever worn trying to get some work done in gym. I was thinking about switching it up. The designs aren't usually my style but it quickly grew on me.

CROWN

Chris Bumstead
4x Mr. Olympia

and yes he does wear GREAVES.

GREAVES isn't built for the wellness crowd. It doesn't preach calm — it preaches conquest. In a world of green juices and pastel yoga mats, We walk in with chalk-stained palms and iron on our back.

This is culture forged under flickering gym lights, in back-alley skate parks, and on asphalt tracks where blood meets grit.

It's not fashion. It's a uniform — for those who wake up starving for more.

From punk stages to power cages, we stand as the link between subcultures that never cared about perfection. The sound of distortion, the smell of sweat, the scrape of grip tape — it's all fuel.

"We're not here to fit in. Nor be comfortable. We're here to get it DONE."

THE ARMOR OF CONVICTION.

Our Culture.

It's a tribe of grinders — skaters who bleed through grip tape, lifters who tear calluses open for progress, punks who scream truth into concrete rooms. Fighters, racers, and outcasts who found home in the ache. What ties them isn't aesthetics — it's devotion. Every bruise is a vow. Every scar is scripture. Every rep, riff, and rebellion a ritual against weakness.

Black, white, green, blue, man, woman — it doesn't matter. The goal remains the same: we bring the lesser self and leave it behind

Every rep, every rip, every drop of sweat — proof we were never meant to stay the same. It's transformation. The body hardens, the spirit rises, and from the wreckage, something holy stands up.

We don't carry the devil with us — we bury him. We burn him out with every set, every sprint, every failure turned fight. When the smoke clears, what's left isn't damned. It's reborn.



This brand changed the way I saw fitness. The goal was no longer "looking good" but "being better" and "leaving it all out on the line". No other brand has inspired me to live with such conviction.

UNKNOWN
???



WAR GRINDERS

ANYONE, ANYWHERE, ANYTIME

LEAVE IT ALL OUT ON THE LINE



INCLUDED IN THE BOX:

- Shaker Cup
- Aluminum Water Bottle
- Drawstrin Bag
- Subscriber Only Poster
- GREAVES Cotton T-Shirt
- Discount Cards



GREAVES ATHLETIC SHORTS
Fit to Form
Black
~~\$25.00~~ **\$20.00**



GREAVES ATHLETIC SHORTS
Fit to Form
Black
~~\$25.00~~ **\$20.00**



ETERNAL HUNGER T-SHIRT
Oversized
Black
~~\$20.00~~ **\$15.00**



ETERNAL HUNGER T-SHIRT
Oversized
White
~~\$20.00~~ **\$15.00**



BIG APPETITE T-SHIRT
Oversized
Black
~~\$20.00~~ **\$15.00**



BIG APPETITE T-SHIRT
Oversized
White
~~\$20.00~~ **\$15.00**



JUST DROPPED!

SPECIAL DROP SUBSCRIBER REWARD

FEATURED COLLECTION

THE **GREAVES** CONVICTION COLLECTION



ALL SEEING EYE HOODIE
Fit to Form
Black/White
~~\$45.00~~ **\$35.00**

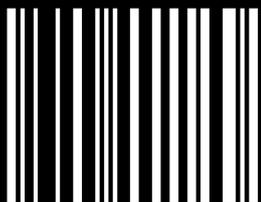
KING DEATH HOODIE
Fit to Form
Black/White
~~\$45.00~~ **\$35.00**

ALL SEEING EYE JOGGERS
Fit to Form
Black/White
~~\$45.00~~ **\$35.00**

KING DEATH JOGGERS
Fit to Form
Black/White
~~\$45.00~~ **\$35.00**

This is real.
and you have to take advantage of it.
Let no one extinguish your hunger.
Keep Going.

GREAVES



BITTE
MAGAZINE