

SEPTEMBER 2026

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HIP & FLO

PRODUCT & BRAND

HIP & FLO

Product & Brand

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The Hip & Flo Brand

Hip & Flo was created to redefine what a modern racquet sports brand can become.

Inspired by the heritage of traditional racquet sports and the culture surrounding today's fastest growing games, Hip & Flo combines exceptional products, timeless design and a lifestyle first approach to create a brand that extends far beyond the court.

While many brands focus solely on equipment or performance, Hip & Flo has been built as a complete lifestyle platform, bringing together premium padel and pickleball products, performance apparel, heritage-inspired casualwear and accessories under a single identity.

Every product is guided by the same philosophy: exceptional quality, refined design and a deep connection to the culture of modern racquet sports.

The result is a brand designed not only for how players perform, but for how they live, travel, connect and express themselves through the sports they love.



MEN

WOMEN

PADEL

PICKLEBALL

HIP & FLO

COMMUNITY



SHOP ON-COURT

Elevated Courtwear for Modern Players.

SHOP ON-COURT



What Makes Hip & Flo Different?

Luxury Positioning

Hip & Flo occupies a unique position within the racquet sports market, combining premium performance with timeless design and lifestyle appeal.

Rather than competing solely on technical specifications, we create products that players aspire to own, use and be associated with both on and off the court.

Designed For Modern Racquet Sports

Every product has been developed specifically for the rapidly growing padel and pickleball markets.

Our collections reflect the social, aspirational and community driven nature of these sports, creating a brand that resonates with the next generation of players.

World-Class Product Development

Hip & Flo products are developed in collaboration with leading industry specialists and manufacturing partners, using custom moulds, advanced materials and premium construction techniques.

Every product is created to meet the highest standards of quality, durability and performance.

A Complete Brand Platform

From premium equipment and technical apparel to lifestyle collections, accessories and future club concepts, Hip & Flo has been designed as a long-term brand platform rather than a single product business.

This creates a powerful ecosystem capable of growing alongside the sports themselves.

Padel Racquets

A premium collection of performance padel rackets combining advanced materials, precision engineering and timeless design. Developed to deliver exceptional control, power and feel for players of all abilities.

Pickleball Paddles

A sophisticated range of pickleball paddles designed to balance innovation, performance and style. Built for consistency, durability and confidence on every shot.

Performance Apparel

Technical apparel engineered for modern racquet sports. Premium fabrics, ergonomic fits and refined detailing deliver comfort, breathability and unrestricted movement on court.highest standards of quality, durability and performance.

Heritage-inspired Lifestyle Apparel & Accessories

Inspired by the elegance of traditional racquet sports, our lifestyle collections extend beyond the court with premium apparel and accessories designed for travel, leisure and everyday wear. This creates a powerful ecosystem capable of growing alongside the sports themselves.

Padel Racquets

Padel is one of the fastest-growing sports in the world, yet much of the market remains focused solely on performance.

Hip & Flo was created to offer something different: a collection of premium padel rackets that combines advanced engineering, distinctive design and timeless sporting heritage.

Developed using custom moulds, proprietary technologies and carefully selected materials, each racket has been designed from the ground up to deliver exceptional performance while reflecting the refined aesthetic that defines the Hip & Flo brand.

The result is a collection that seamlessly blends performance, style and lifestyle; creating a unique position within the global padel market.



Design & Engineering

Designed in Spain, the spiritual home of padel, every Hip & Flo racket has been developed to deliver a premium playing experience while maintaining a distinctive visual identity.

Combining advanced carbon constructions, innovative performance technologies and precision engineering, the collection is built for exceptional feel, control and durability.

From custom mould features and exposed carbon accents to signature colourways and refined finishing details, every racket has been carefully crafted to stand apart in an increasingly crowded market.



DuoCore™ Frame

A dual-wall carbon construction engineered for strength, stability, and controlled power. The frame enhances energy transfer while maintaining a firm, precise feel on impact.



AirLink™ System

Aerodynamic shaping through the throat and sidewalls reduces drag and increases swing speed. Faster recovery. Sharper acceleration through the ball.



MultiflexEVA™ Core

A multi-density core balancing shock absorption with explosive rebound. Soft where needed, responsive under pressure, delivering controlled power and consistent feel across every shot.



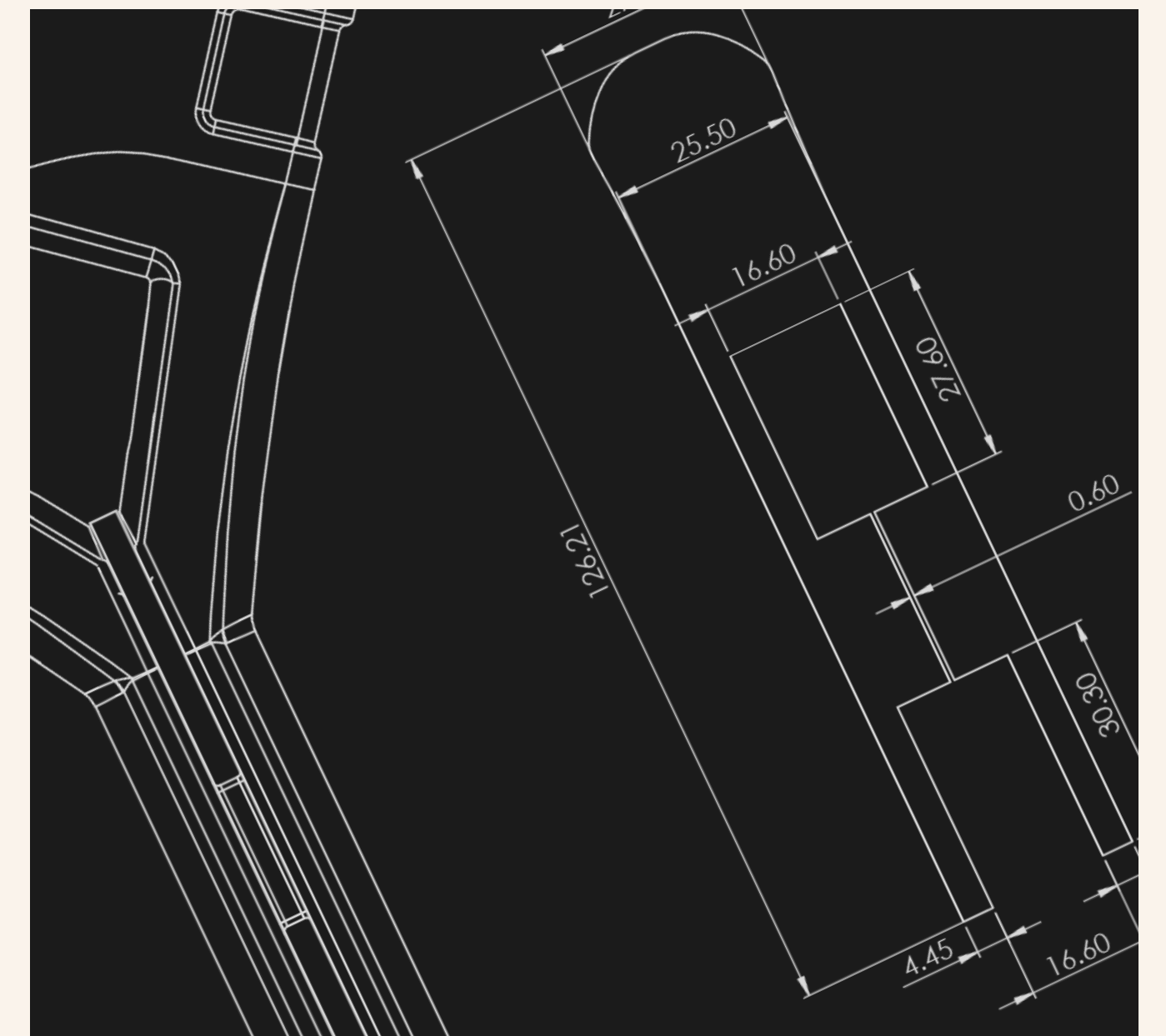
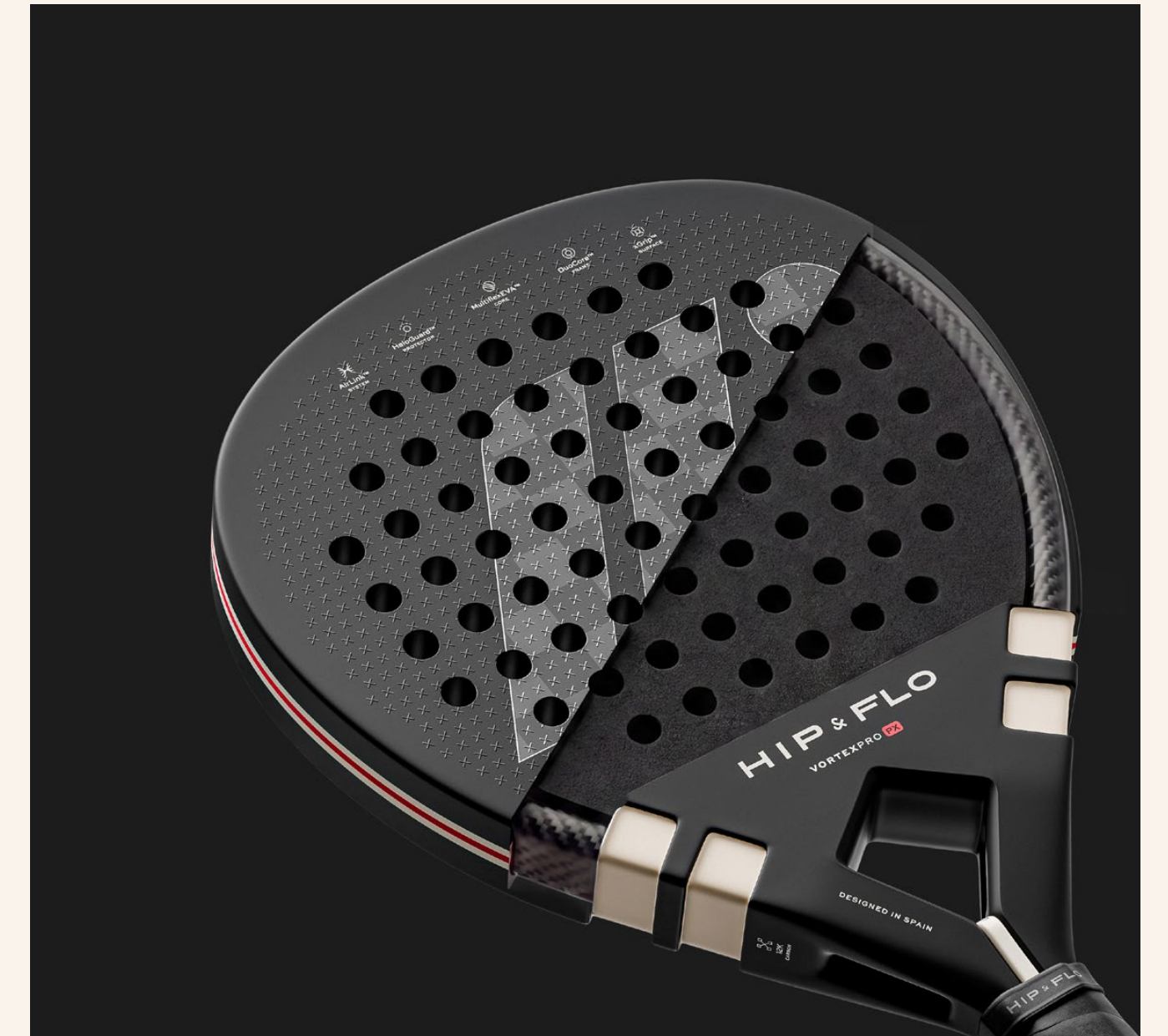
XGrip™ Surface

An advanced spin-focused texture that locks onto the ball on impact. Delivers sharper rotation, improved bite, and greater shot precision.



VibeCtrl™ System

Integrated vibration dampening through the handle and throat. Reduces unwanted feedback while preserving a clean, connected feel.



Padel Range

Apex Pro

DIAMOND SHAPE

The flagship of the Hip & Flo collection.

Designed for ambitious players seeking uncompromising performance, the Apex Pro combines cutting-edge engineering, premium materials and refined styling to deliver exceptional power and presence on court.

Available in Power and Aero variants, the range offers a choice between explosive power and enhanced agility, allowing players to select a racket that complements their game.



Vortex Pro & Sport

HYBRID SHAPE

Built around our versatile hybrid mould, the Vortex range delivers the perfect balance of power, control and forgiveness.

Available in both Pro, Aero and Sport models, it caters to a wide range of playing styles and abilities while maintaining the premium design, performance and confidence-inspiring feel that define the Hip & Flo collection.

The ultimate all-round racket for players seeking versatility without compromise.



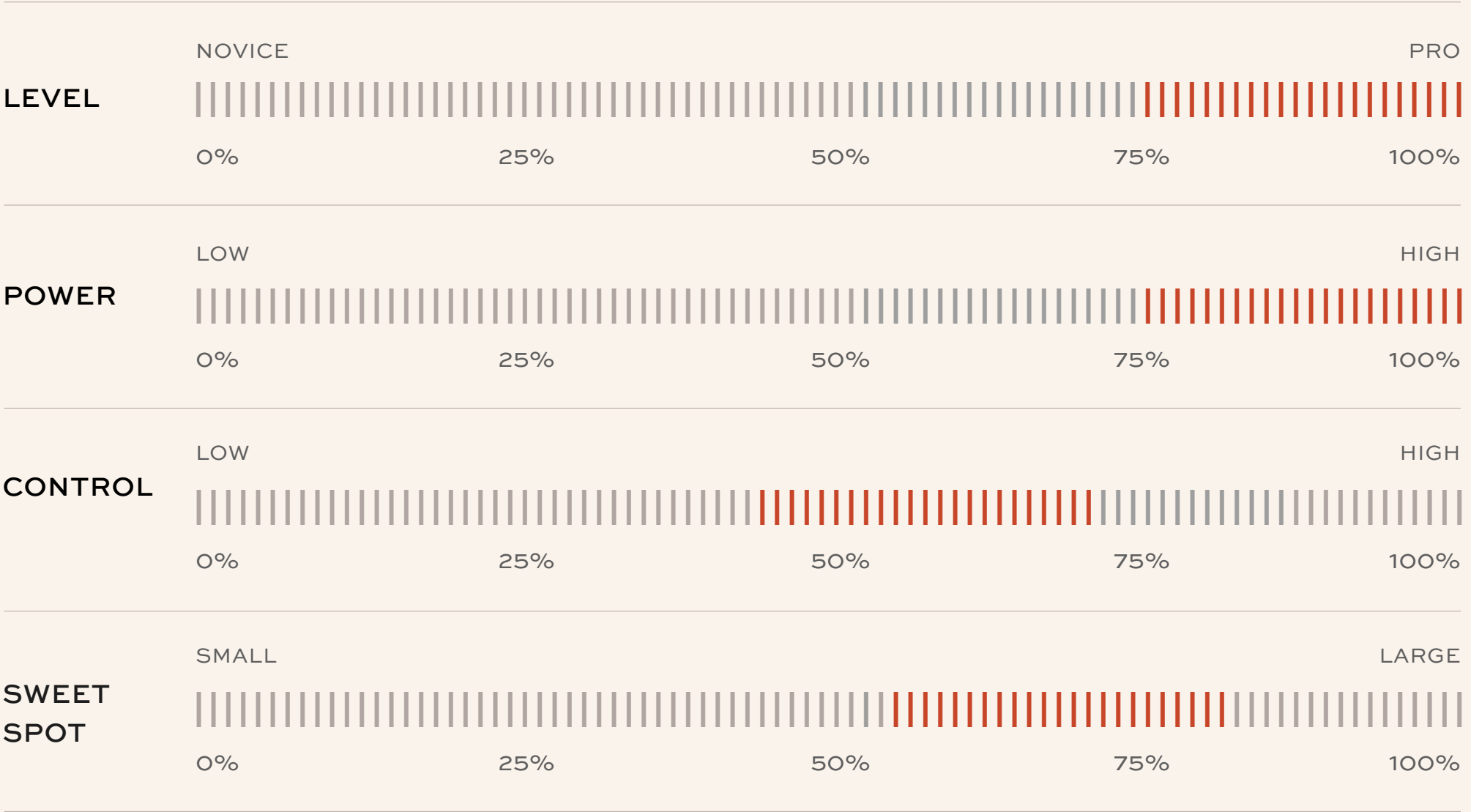


ApexPro

The flagship of the Hip & Flo padel collection.

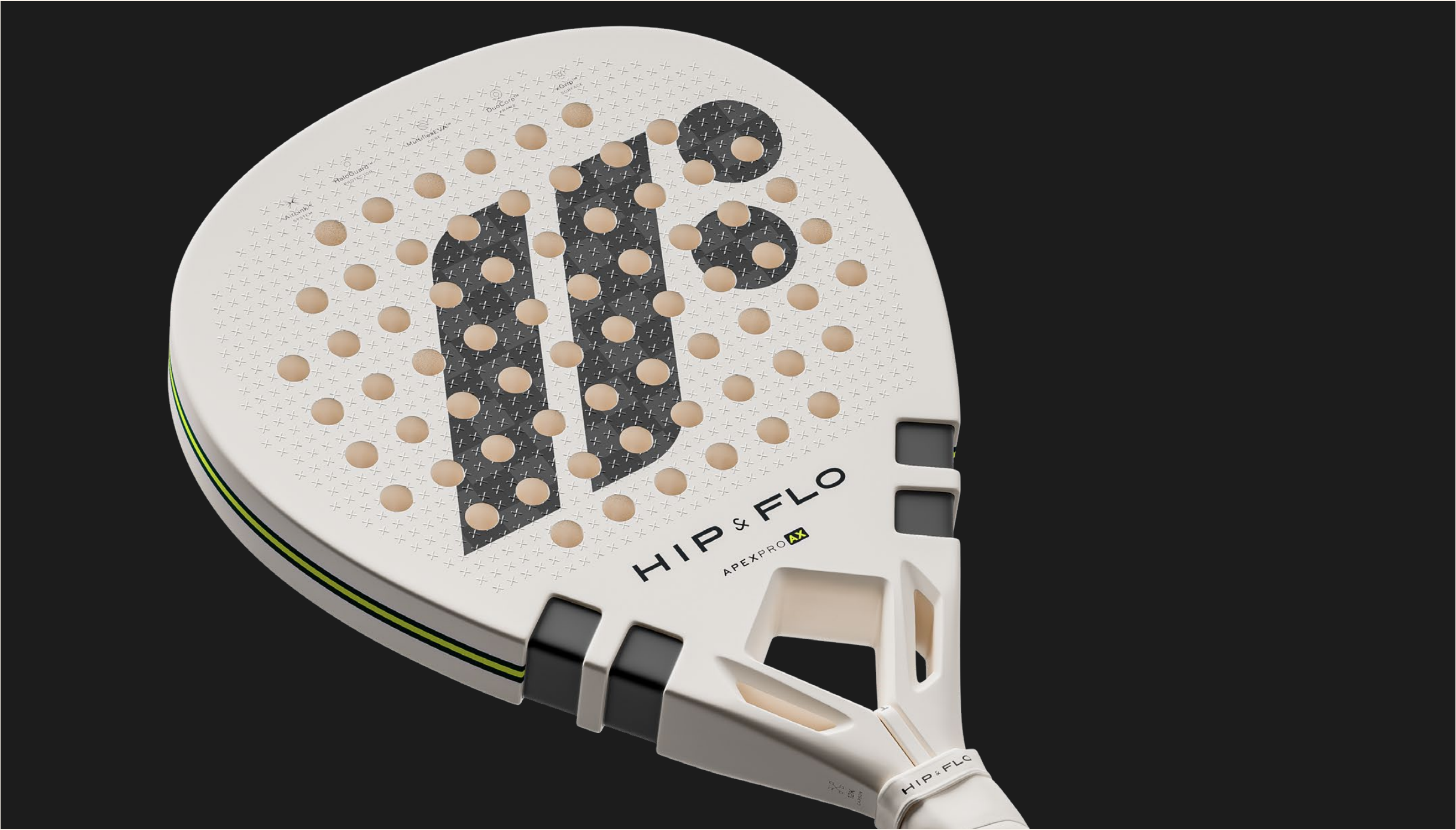
Built around our custom diamond-shaped mould, the Apex Pro is designed for players who demand maximum power and attacking performance. Combining a premium Kevlar face, firm multi-EVA core and advanced construction, it delivers exceptional stability, responsiveness and confidence on every shot.

Created for advanced players who want to dictate play, apply pressure and finish points with authority.



CORE: Firm Multi-EVA
FACE: 18K Carbon Fiber
SURFACE: XGrip dual 3D

WEIGHT: 365–375G
THICKNESS: 38mm
SHAPE: Diamond

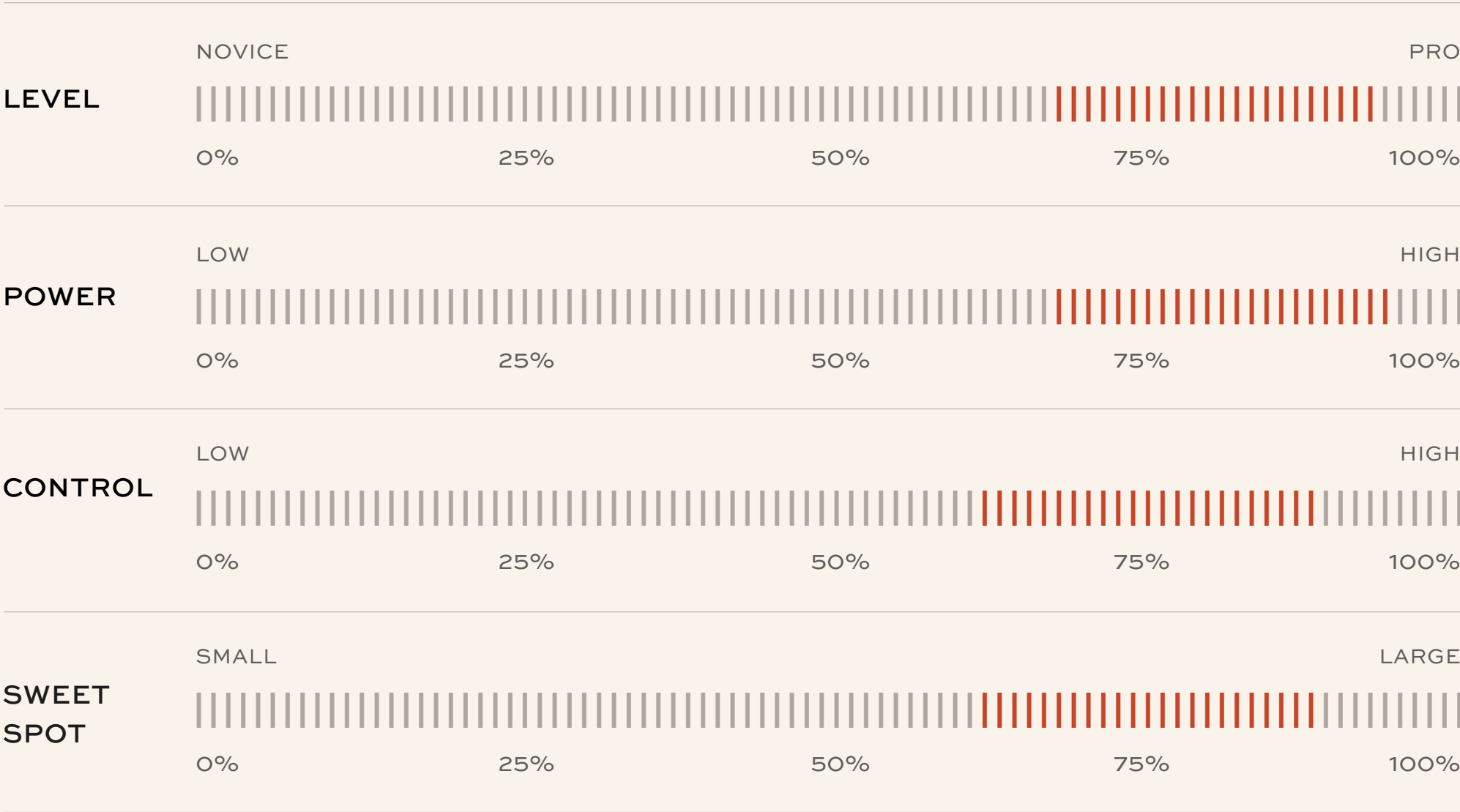


ApexPro Areo

Built on the same power-focused Apex Pro platform, the Apex Pro Aero delivers a lighter, faster and more agile playing experience.

Featuring a responsive 12K carbon face and medium-density multi-EVA core, it offers exceptional manoeuvrability, quicker reactions and effortless acceleration through the ball while retaining the attacking character of the Apex range.

Designed for players who value speed, agility and fast-paced exchanges without sacrificing power or control.



Core: Medium Multi-EVA
Face: 12K Carbon Fiber
Surface: XGrip dual 3D

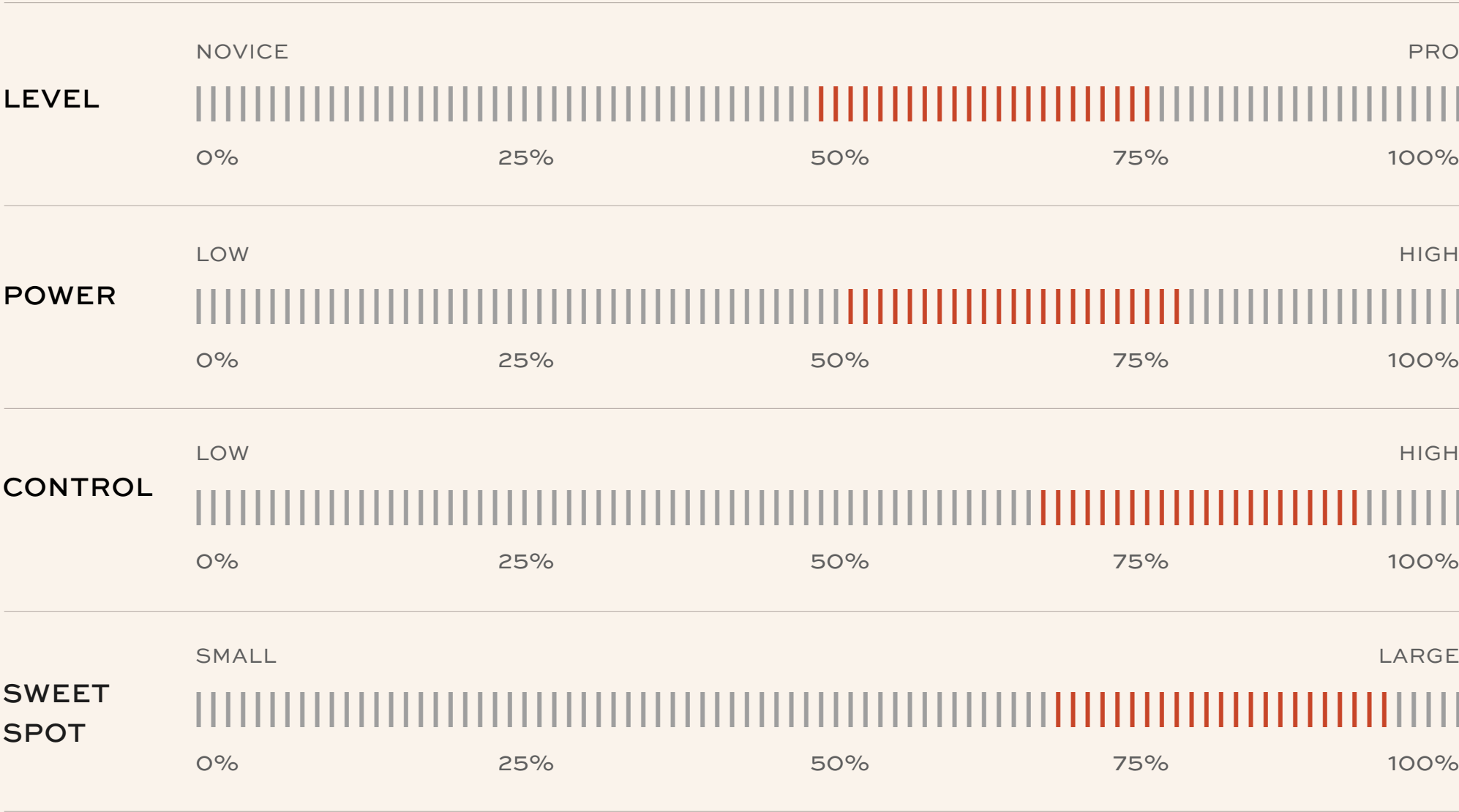
Weight: 350-360G
Thickness: 38mm
Shape: Diamond



VortexPro

The Vortex Pro combines the versatility of our hybrid mould with the performance of the PowerX platform.

Designed for players seeking the ideal balance of power, control and forgiveness, it delivers a larger sweet spot, exceptional consistency and



Core: Firm Multi-EVA

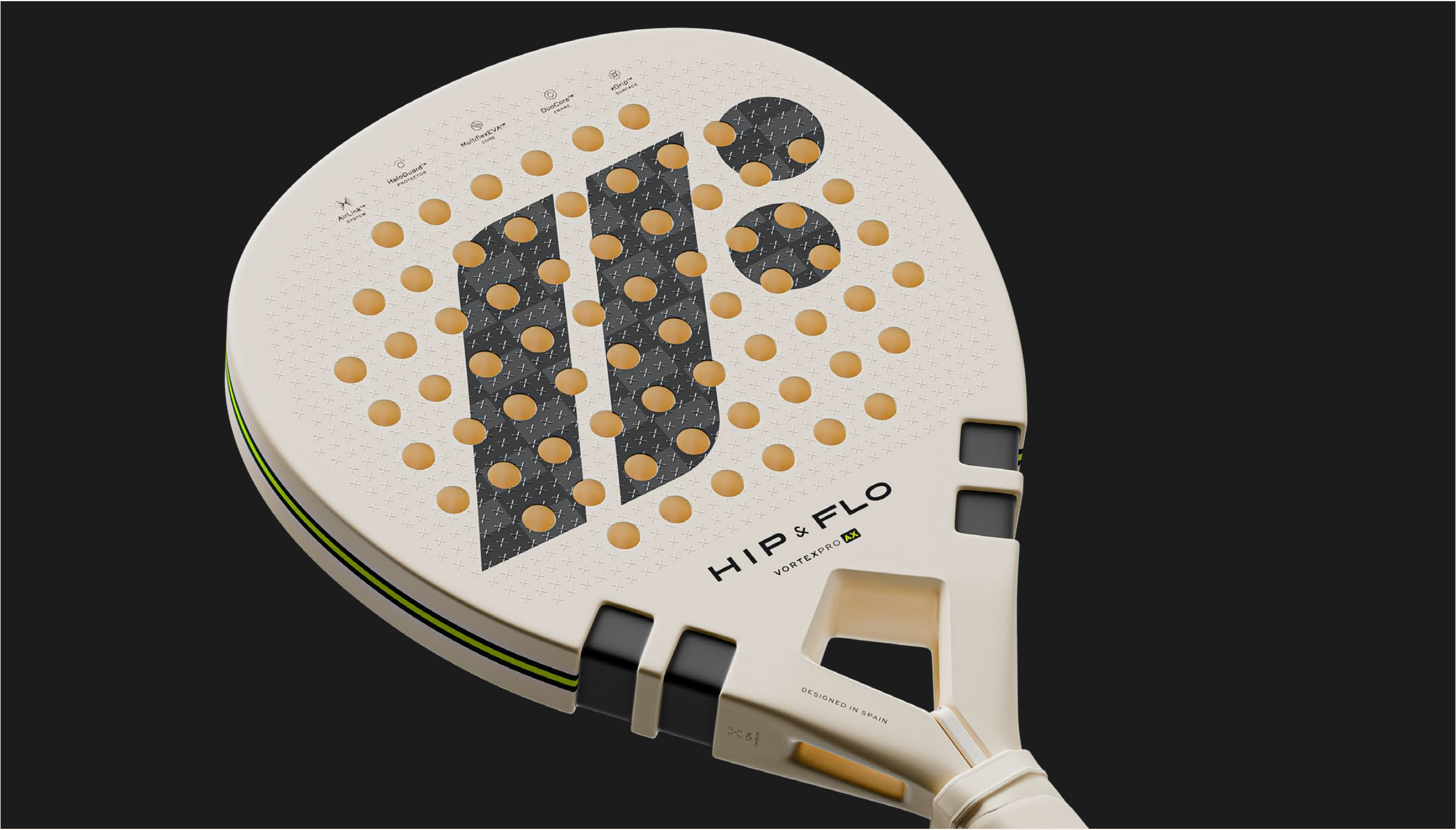
Face: 18K Carbon Fiber

Surface: XGrid dual 3D

Weight: 365–375G

Thickness: 38mm

Shape: Hybrid

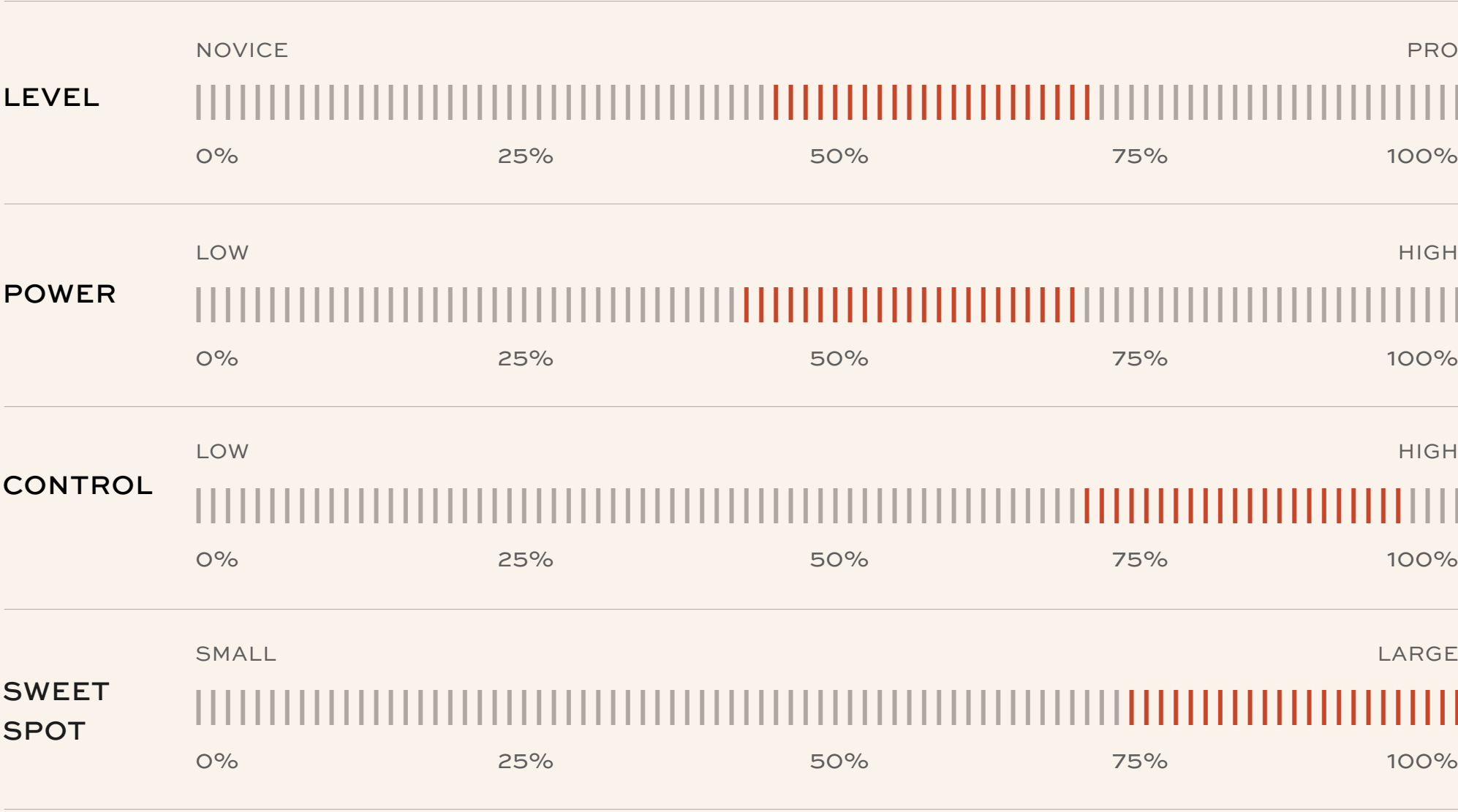


VortexPro Aero

Fast, agile and exceptionally versatile, the Vortex Pro Aero has been engineered for players who value movement, quick reactions and precision shot-making.

Its lighter construction and balanced hybrid shape deliver outstanding manoeuvrability and effortless control, while maintaining the premium performance and confidence-inspiring feel of the Pro range.

The ideal choice for players seeking speed, versatility and all-court performance.



Core: Medium Multi-EVA

Face: 12K Carbon Fiber

Surface: XGrip dual 3D

Weight: 350-360G

Thickness: 38mm

Shape: Hybrid

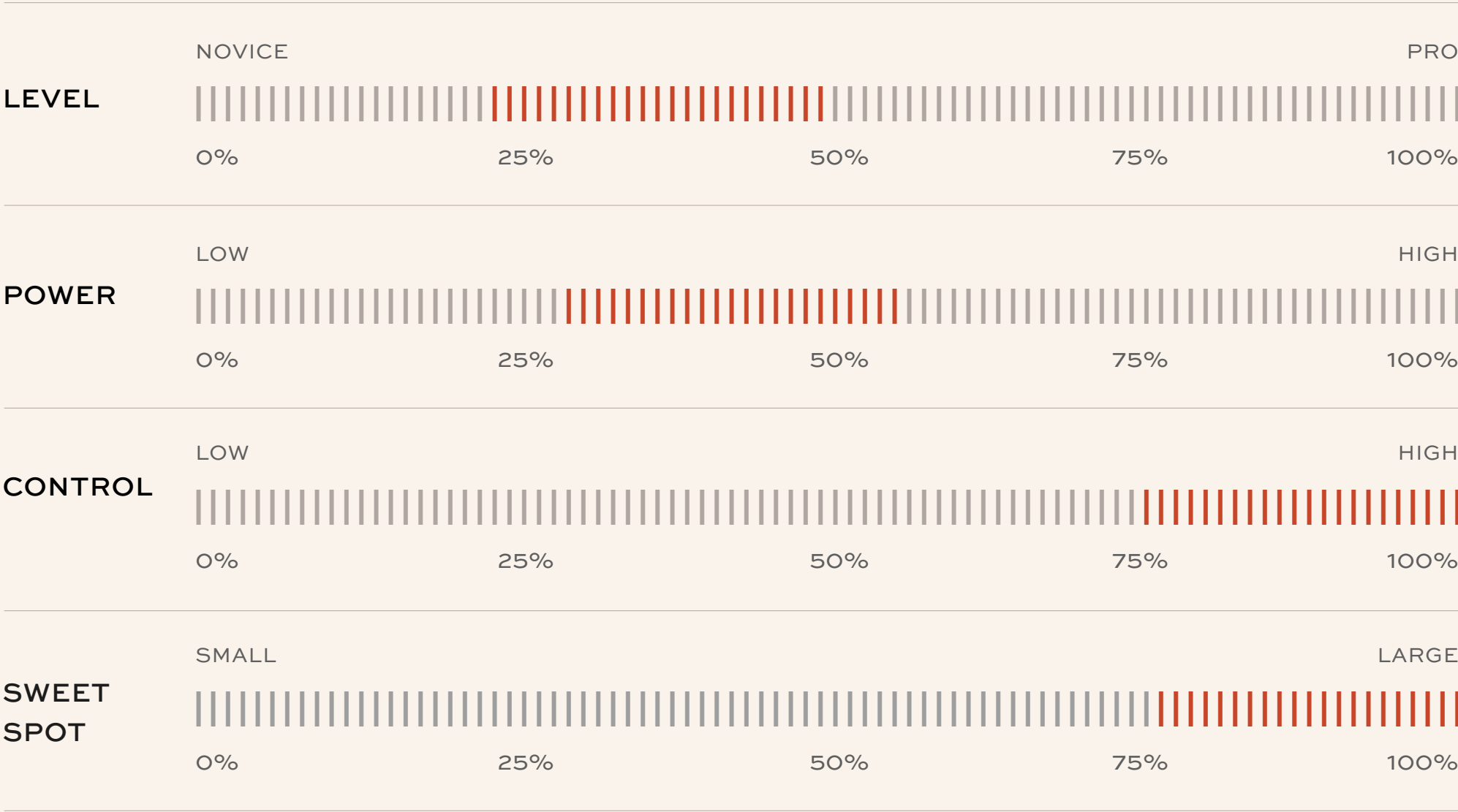


Vortex Sport

The most accessible racket in the Hip & Flo collection.

Built around the proven Vortex platform, it combines forgiveness, control and effortless power to create a confidence-inspiring playing experience for a wide range of players.

Designed as the ideal introduction to the Hip & Flo ecosystem, the Vortex Sport delivers exceptional value while maintaining the premium design, quality and performance standards of the wider range.



Core: Medium Multi-EVA
Face: Fiberglass
Surface: XGrip dual 3D

Weight: 360-370G
Thickness: 38mm
Shape: Diamond

Pickleball Paddles

Pickleball is one of the fastest-growing sports in the world, creating demand for products that combine performance, design and lifestyle appeal.

Hip & Flo paddles have been developed from the ground up using proprietary shapes, advanced materials and innovative construction techniques to deliver exceptional feel, consistency and playability.

Inspired by the heritage of racquet sports and the aesthetics of premium lifestyle brands, the collection offers a distinctive alternative within an increasingly crowded market; appealing to both performance-focused players and style-conscious consumers.

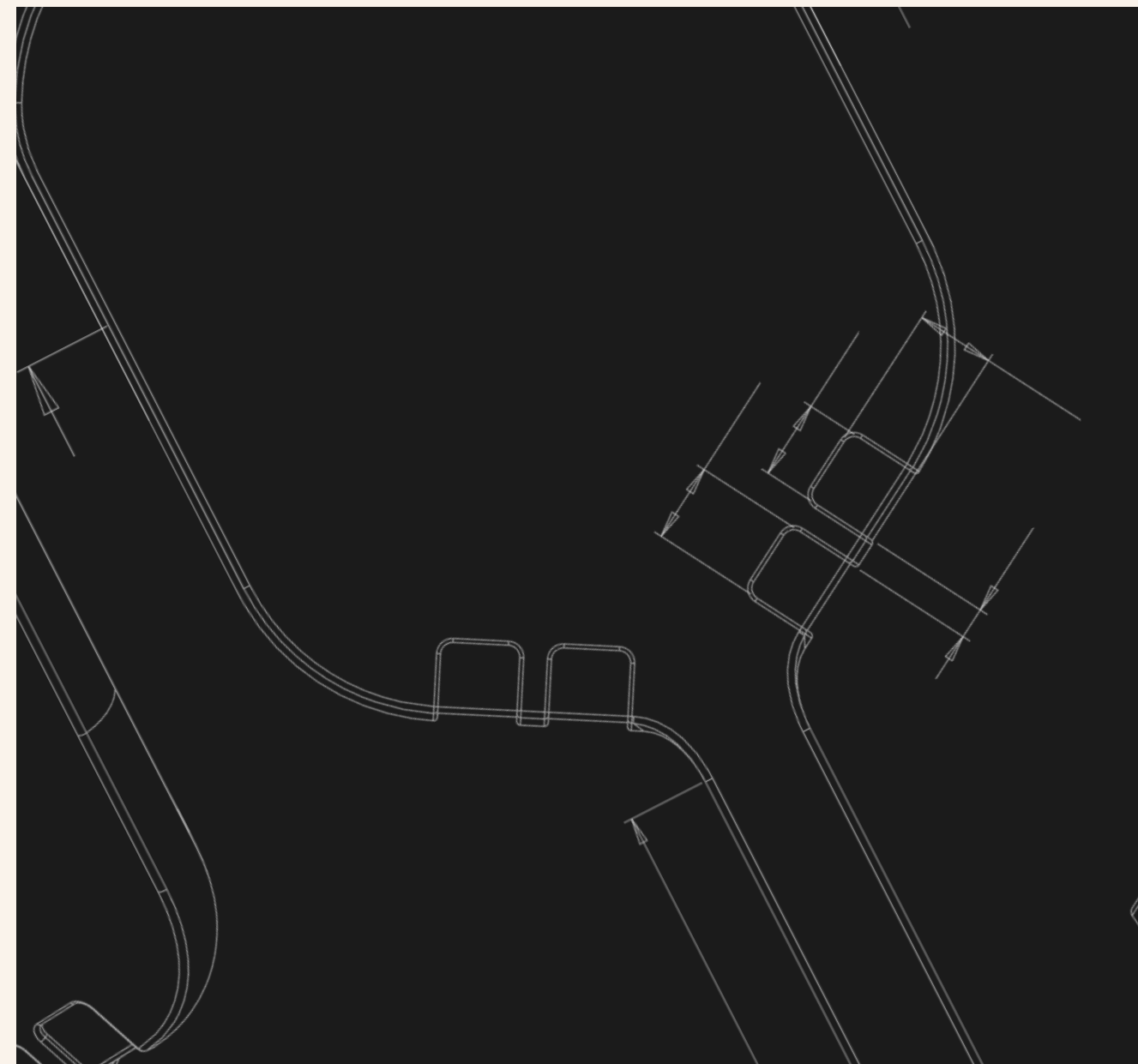


Design & Engineering

Every Hip & Flo paddle has been engineered with performance at its core, incorporating advanced technologies, innovative construction methods and carefully balanced specifications to optimise control, power, spin and consistency.

Design is given equal importance. Distinctive colourways, refined detailing and premium finishes create a collection that stands apart both on and off the court.

Built as a long-term product platform, the range has been designed to support future colourways, collaborations and limited-edition releases, ensuring the brand continues to evolve alongside the sport.



ThermoShell™ Frame

A one-piece thermoformed carbon chassis delivering uncompromising strength, stability, and feel. Designed to perform under pressure, it provides a remarkably solid response with exceptional durability and precision.



FoamFlex™ Core

A next-generation foam core engineered to blend effortless touch with explosive power. Precision-tuned flex zones absorb vibration on soft shots and release energy on demand, creating enhanced control, spin, and confidence across every rally.



xTwill™ Carbon

Crafted from premium multi-layer carbon fibre, xTwill™ Carbon delivers elite responsiveness and pinpoint accuracy. Its advanced weave enhances feel, spin, and consistency for total confidence on every shot.



SpinTread™ Surface

An advanced peel-ply carbon finish engineered to maximise grip at contact. SpinTread™ generates exceptional ball bite for greater spin, sharper shot shaping, and increased control, helping players dictate play with every stroke.

Pickleball Range 1/2

Apex Pro

The flagship paddle in the Hip & Flo collection.

Featuring a distinctive rimless design, proprietary mould technology and advanced internal construction, the Apex Pro has been created for players seeking the highest levels of performance, innovation and style.

Combining cutting-edge engineering with a bold visual identity, it represents the pinnacle of the Hip & Flo pickleball range and serves as the foundation for future colourways, collaborations and special-edition releases.



Vortex Pro

The performance sweet spot of the Hip & Flo pickleball collection.

Combining advanced materials, innovative construction and a responsive floating foam core, the Vortex Pro delivers exceptional all-round performance, feel and consistency.

Designed for committed players who demand both performance and style, it offers a refined balance of power, control and playability while maintaining the distinctive design language that defines the Hip & Flo brand.



Pickleball Range 2/2

Core Sport

A versatile paddle designed to inspire confidence and accelerate progression.

Combining proven technologies, premium raw carbon fibre construction and a forgiving playing profile, the Core Sport delivers exceptional playability, consistency and value for players developing their game.

The perfect balance of performance, quality and accessibility within the Hip & Flo collection.



Club Sport

Designed to welcome new players into the world of pickleball and the Hip & Flo brand.

Featuring vintage-inspired styling, approachable performance characteristics and the distinctive design language that defines the collection, the Club Sport offers an enjoyable and confidence-inspiring introduction to the game.

A paddle created to make every first experience a memorable one.





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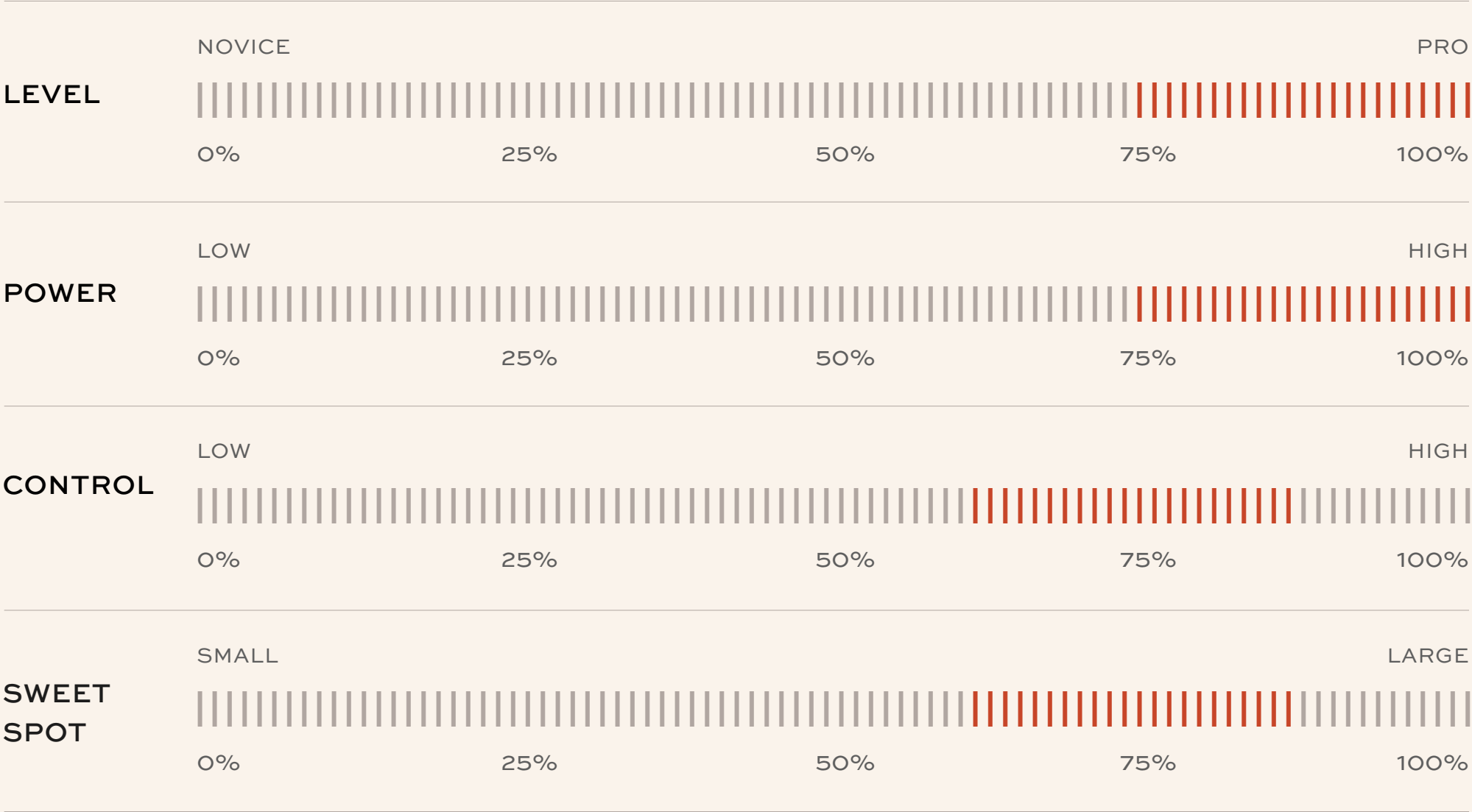


ApexPro

The flagship paddle in the Hip & Flo collection.

Built around a proprietary rimless design and advanced performance technologies, the Apex Pro represents the highest expression of Hip & Flo innovation, craftsmanship and style.

Combining premium materials, precision engineering and exceptional attention to detail, it delivers outstanding power, control and stability for players who demand the very best from their equipment.



CORE: FoamFlex™
FACE: xTwill™ Carbon Fiber
SURFACE: XGrip™ Peel Ply
WEIGHT: ± 8OZ

THICKNESS: 16mm
LENGTH: 408mm
WIDTH: 196mm
GRIP LENGTH: 5.5”
GRIP CIRC.: 4.25”

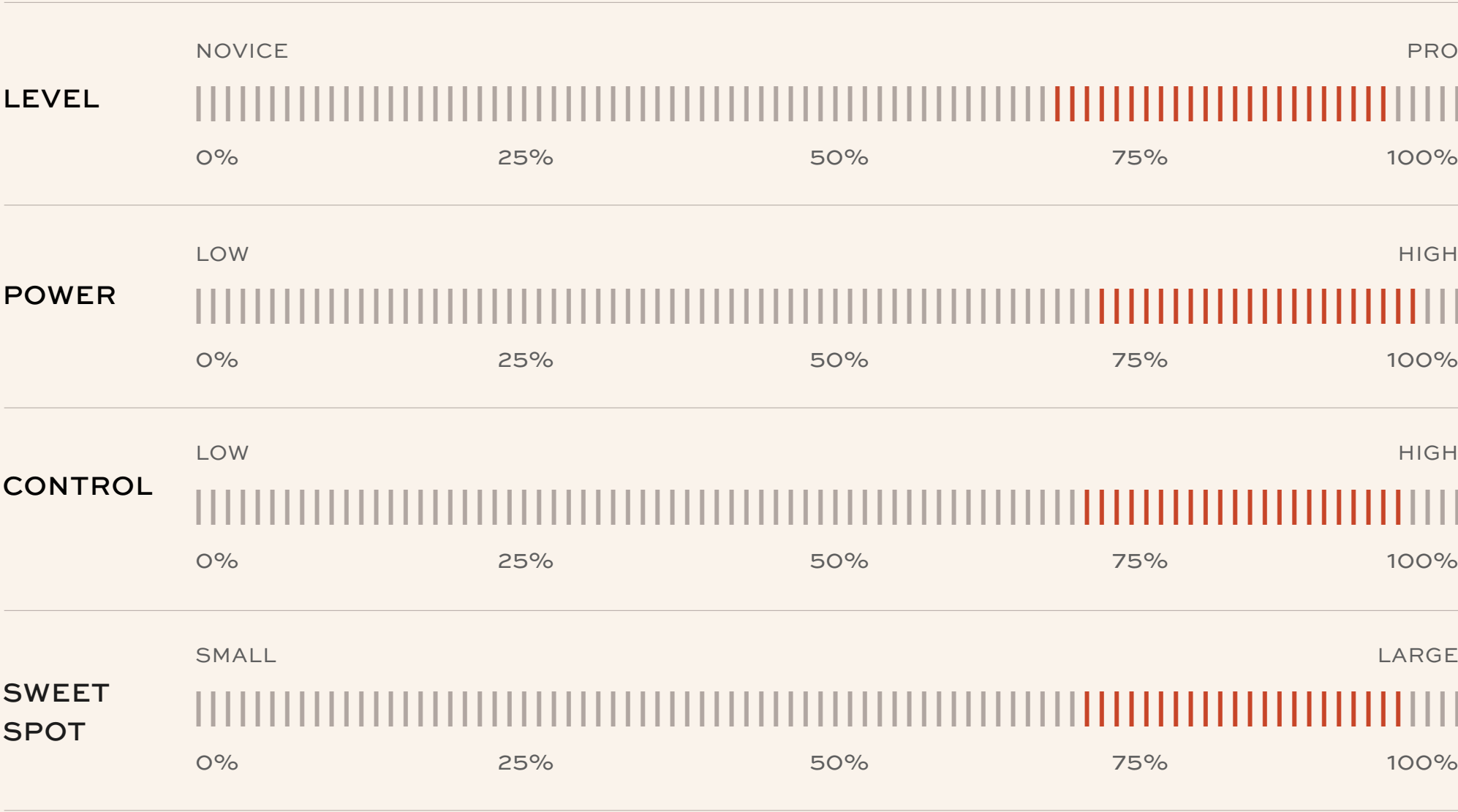


VortexPro

Developed for players seeking exceptional all-round performance, the Vortex Pro combines advanced technologies, a generous sweet spot and a refined balance of power and control.

Designed to deliver confidence across every area of the court, it offers the versatility and consistency demanded by committed players while maintaining the distinctive design language that defines the Hip & Flo brand.

A premium all-round paddle that blends performance, style and everyday playability.



CORE: FoamFlex™
FACE: xTwill™ Carbon Fiber
SURFACE: XGrip™ Peel Ply
WEIGHT: ± 8OZ

THICKNESS: 16mm
LENGTH: 408mm
WIDTH: 196mm
GRIP LENGTH: 5.5”

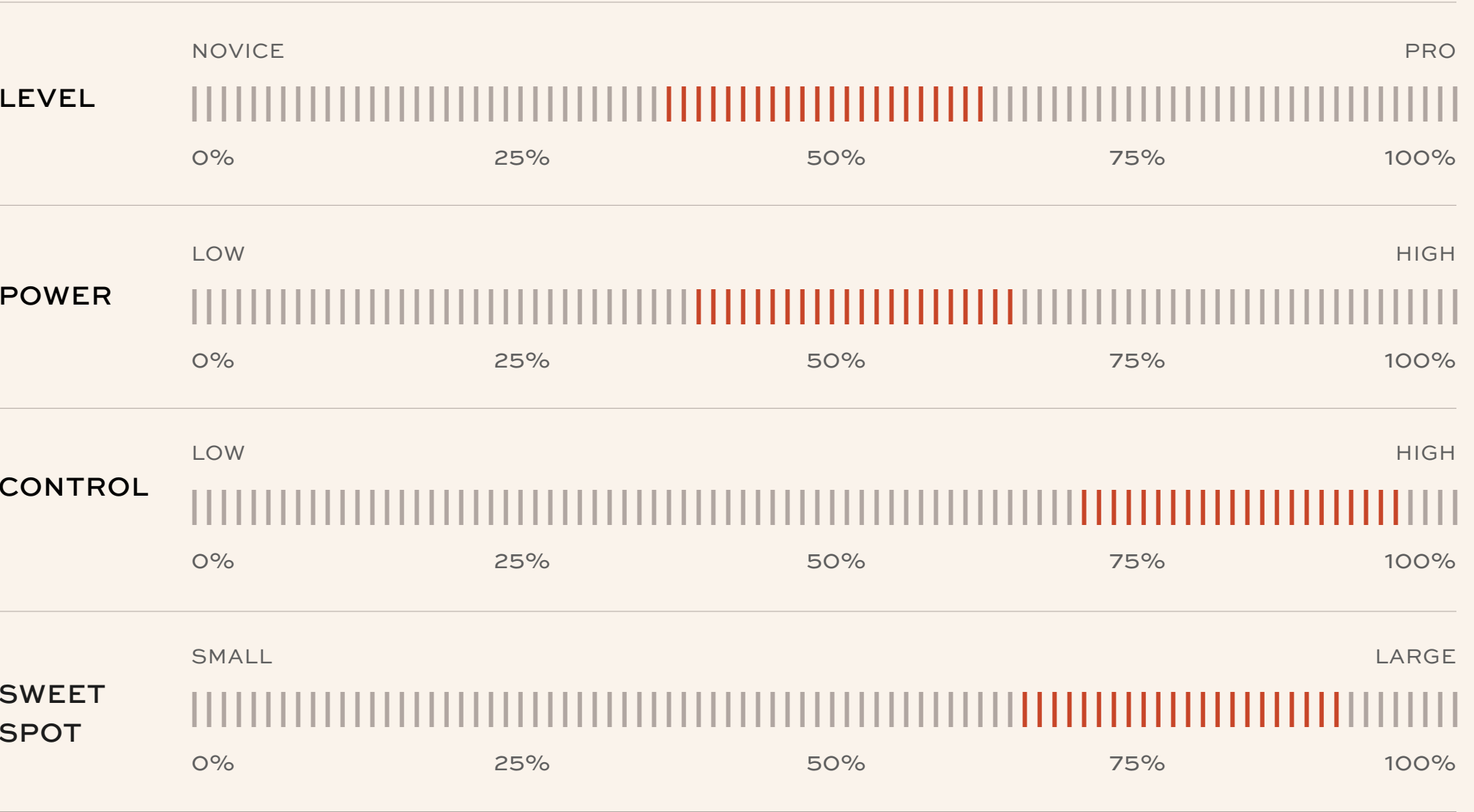


CoreSport

A versatile performance paddle designed to inspire confidence and accelerate progression.

Built using proven technologies and premium materials, the Core Sport delivers a forgiving, consistent and confidence-inspiring playing experience for a wide range of players.

Combining exceptional value with the refined design and quality standards of the Hip & Flo collection, it offers the perfect balance of accessibility, performance and style.



CORE: Honeycombe
FACE: Raw Carbon Fiber
SURFACE: XGrip™ Peel Ply
WEIGHT: ± 7.8OZ

THICKNESS: 16mm
LENGTH: 408mm
WIDTH: 196mm
GRIP LENGTH: 5.2"

GRIP CIRC.: 4.25"

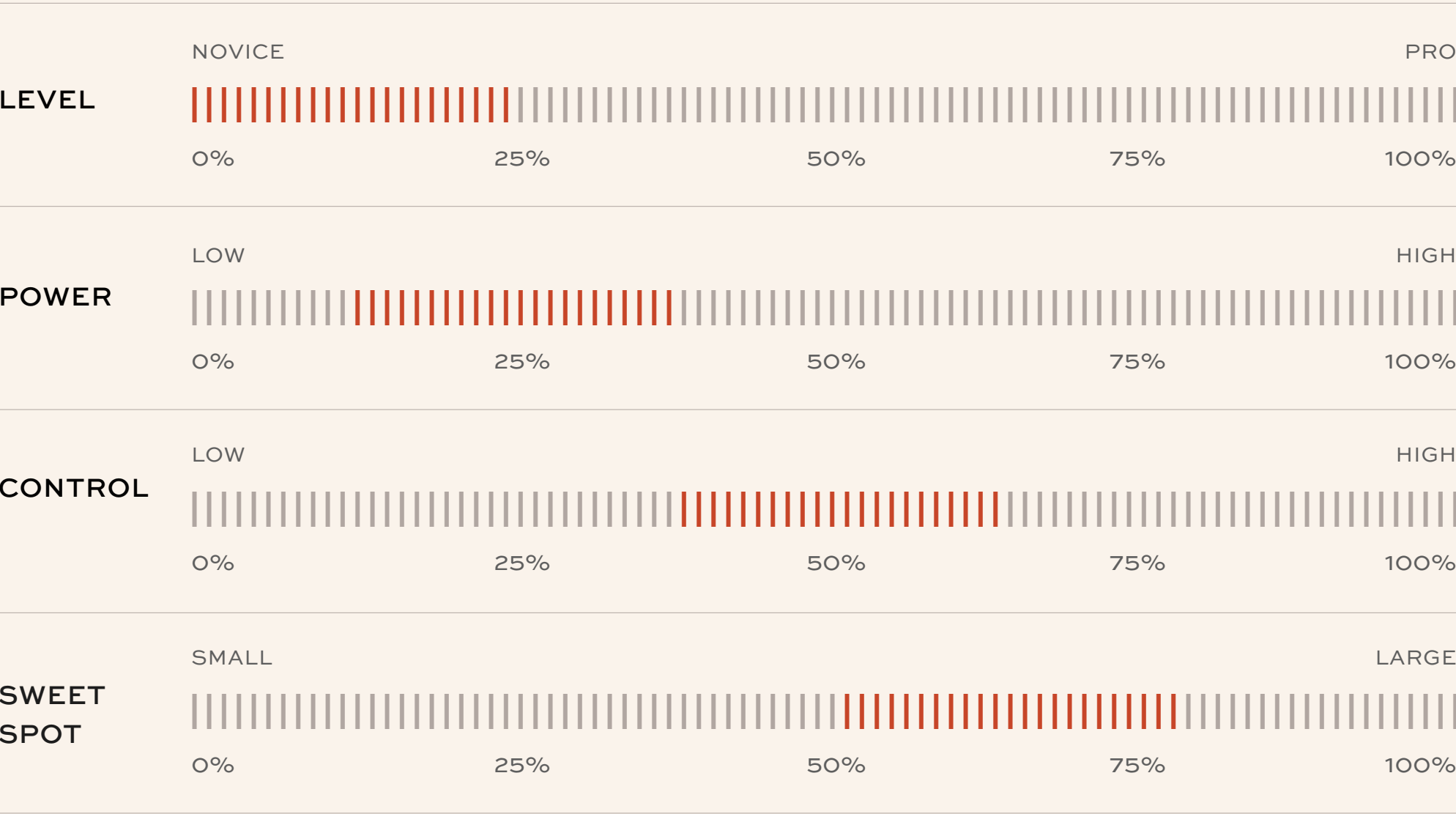


ClubSport

Designed for newcomers and social players, the Club Sport offers an approachable and confidence-inspiring introduction to pickleball.

Combining easy playability with a distinctive heritage-inspired aesthetic, it captures the spirit of the Hip & Flo brand while delivering an enjoyable experience on court.

The perfect first step into a collection built around performance, style and a lifelong connection to the game.



CORE: Honeycombe	WEIGHT: ± 7.4OZ	WIDTH: 196mm
FACE: Fiberglass	THICKNESS: 16mm	GRIP LENGTH: 5”
SURFACE: Painted	LENGTH: 408mm	GRIP CIRC.: 4.25”



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On-Court Apparel

Hip & Flo On-Court is a premium performance apparel collection created for the demands of modern racquet sports.

Designed specifically for padel and pickleball, each piece combines technical fabrics, unrestricted movement and all-day comfort with a refined aesthetic inspired by the heritage of classic racquet sports.

From performance tees and polos to skirts, shorts, outerwear and layering pieces, the collection delivers exceptional functionality while maintaining the timeless style and attention to detail that define the Hip & Flo brand.

The result is apparel that performs effortlessly on court while reflecting the elevated lifestyle surrounding the game.



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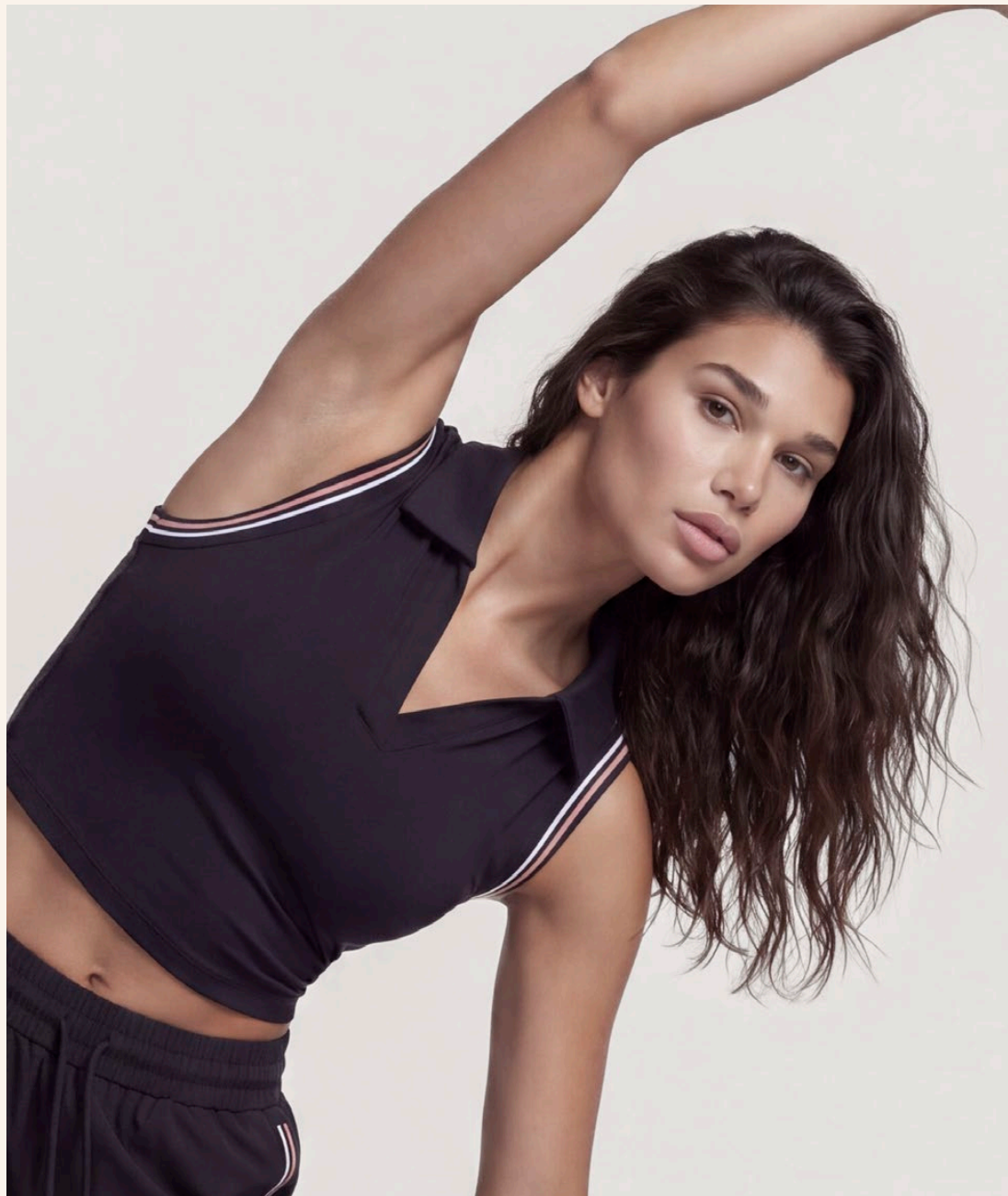


Women's Technical Tee

Precision movement. Pure performance.

Lightweight, breathable, and engineered for unrestricted play, with a clean silhouette designed to perform without distraction.

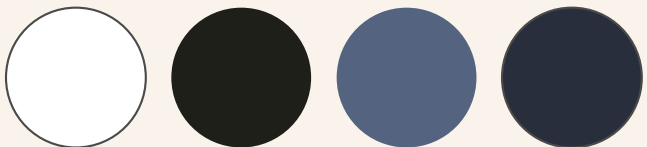




Women's Tank Polo

Structured performance. Unrestricted movement.

Sleeveless, quick-dry construction with a tailored collar, balancing airflow and freedom, with a subtle reference to classic racquet sport styling.





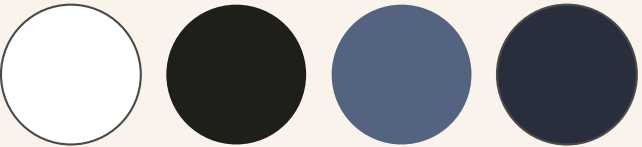
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Women's Performance Bra

Support, refined.

Compressive, sweat-wicking construction with a secure multi-strap design, built for stability, comfort, and complete focus.





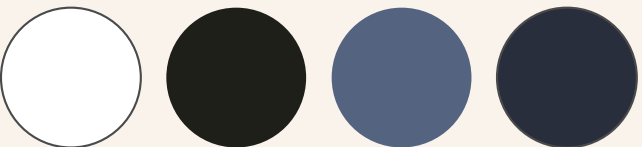
HIP & FLO | PRODUCT & BRAND



Women's Performance Shorts

Unrestricted movement. Total comfort.

Lightweight and breathable with an ergonomic fit, delivering comfort and mobility through every movement.



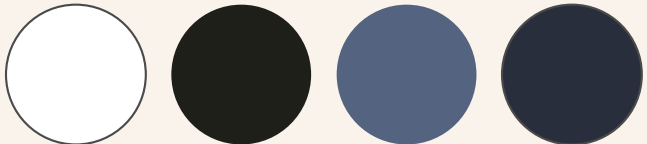


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Women's Playing Skirt

Classic court silhouette. Modern performance.

A fluid outer layer with integrated support, drawing on heritage tennis profiles, refined for contemporary play.





HIP & FLO | PRODUCT & BRAND



Women's 6" Legging Shorts

Compression meets control.

High-stretch, sculpting fabric delivers stability and breathability, with a clean, minimal finish.





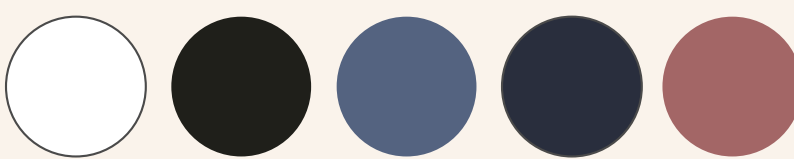
HIP & FLO | PRODUCT & BRAND



Women's 4" Legging Shorts

Compression meets control.

High-stretch, sculpting fabric delivers stability and breathability, with a clean, minimal finish.





HIP & FLO | PRODUCT & BRAND



Women's Performance Leggings

Engineered for movement. Designed to endure.

Full-length compression with moisture control and a refined silhouette, built for consistency across every session.





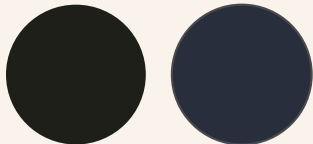
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Women's Full Zip Performance Jacket

Warm up. Move freely.

Lightweight protection with a streamlined fit, inspired by classic racquet sport warm-up layers.





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Women's Quarter Zip Performance Top

Adaptable by design.

Breathable stretch fabric with adjustable ventilation, with a subtle nod to traditional court layering.





HIP & FLO | PRODUCT & BRAND



Women's Quarter Zip Performance Top

Adaptable by design.

Breathable stretch fabric with adjustable ventilation, with a subtle nod to traditional court layering.





HIP & FLO | PRODUCT & BRAND



Women's Sweat Pants

Effortless comfort. Elevated style.

Crafted from breathable stretch fabric with a soft brushed interior, the Women's Sweat Pants are designed for recovery, travel and everyday wear. A relaxed tapered fit and ribbed cuffs deliver effortless comfort with a clean, elevated style.





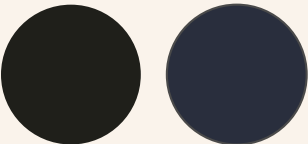
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Men's Technical Tee

Built for play. Designed with intent.

Breathable, moisture-wicking performance with a clean, athletic fit and a disciplined, minimal aesthetic.





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Men's Technical Pocket Tee

Function, with distinction.

Hybrid Performance / Casual driven construction elevated by considered detailing, introducing subtle design character without excess.





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Men's Performance Shorts

Support in motion. Freedom in play.

Dual-layer construction delivers stability and airflow, engineered for comfort through high-intensity movement.





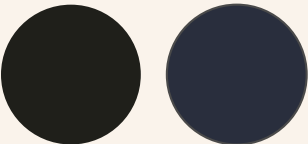
HIP & FLO | PRODUCT & BRAND



Men's Performance Jacket

Protection, refined.

Lightweight, breathable outer layer designed for transitional conditions, informed by classic racquet sport warm-up design.





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Men's Technical Polo

A classic, redefined.

Moisture-wicking performance meets a structured profile, rooted in heritage tennis styling and refined for modern day.





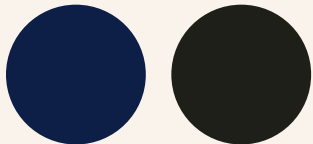
HIP & FLO | PRODUCT & BRAND



Men's Quarter Zip Performance Top

Layered for performance.

Breathable, flexible mid-layer with controlled ventilation, referencing traditional racquet sport layering.



Off-Court Apparel

The Hip & Flo Off-Court collection extends the brand beyond the court, blending the heritage of classic racquet sports with contemporary lifestyle design.

Inspired by country club culture, timeless sporting icons and the elegance of traditional racquet sports, the collection reimagines classic silhouettes for modern life.

Crafted from premium materials and elevated through refined detailing, relaxed fits and understated branding, each piece is designed to transition effortlessly between sport, travel and everyday wear.

More than apparel, it is an expression of the lifestyle, community and culture that surrounds modern padel and pickleball.

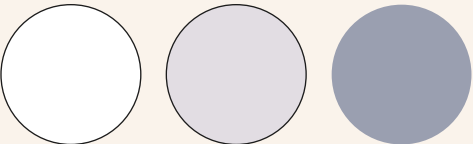




Women's Club Tee

Lightweight. Effortless. Essential.

A soft, breathable cotton tee with a relaxed silhouette, designed for everyday ease. Clean in structure and refined in finish, it forms a versatile base for subtle branding and considered detailing.





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Women's Heritage Tee

Structure, elevated.

A heavier-weight cotton tee with a more defined drape, balancing softness with form. Designed to hold its shape while delivering a more substantial, premium feel.





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Women's Club Crew

Comfort, refined.

A midweight cotton crew with a relaxed silhouette, built for everyday wear. Soft yet structured, it reflects the understated confidence of classic country club style.





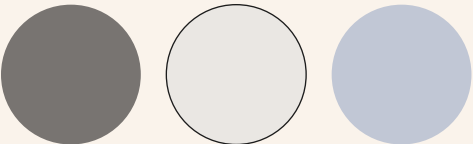
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Women's Club Crew

Comfort, refined.

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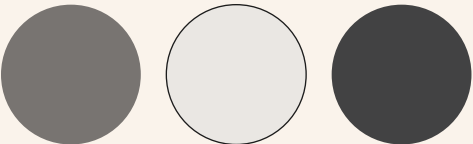
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Women's Heritage Crew

Vintage feel. Modern ease.

A relaxed crew sweat with a washed finish, drawing on 80s and 90s racquet sport nostalgia. Comfortable, considered, and quietly expressive.





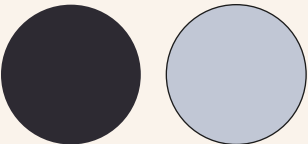
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Women's Club Hood

Relaxed by design. Elevated in finish.

A premium cotton hoodie with a clean, oversized silhouette, built for comfort without excess. Designed for effortless wear across settings.





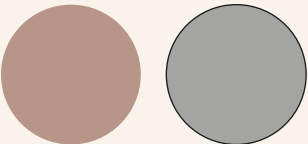
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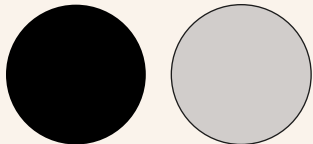
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Women's Heritage Hood

Softened over time. Styled for now.

A relaxed hoodie with a faded finish, inspired by vintage training layers. Easy, comfortable, and grounded in classic racquet sport culture.





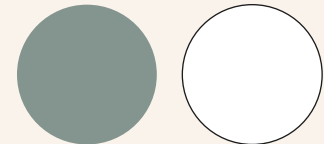
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Men's Club Tee

A staple, defined.

A clean, structured cotton tee designed for everyday wear. Balanced in fit and weight, it provides a refined base for subtle branding.





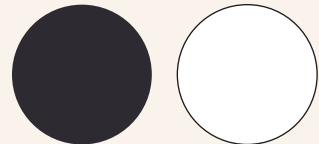
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A staple, defined.

A clean, structured cotton tee designed for everyday wear. Balanced in fit and weight, it provides a refined base for subtle branding.





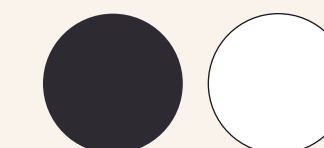
HIP & FLO | PRODUCT & BRAND



Men's Club Tee

A staple, defined.

A clean, structured cotton tee designed for everyday wear. Balanced in fit and weight, it provides a refined base for subtle branding.





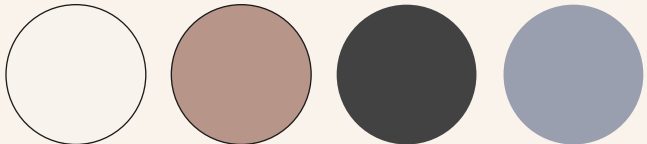
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Men's Heritage Tee

Structure, elevated.

A heavier-weight cotton tee with a more defined shape, balancing softness with form. Designed to hold its shape while delivering a more substantial, premium feel.





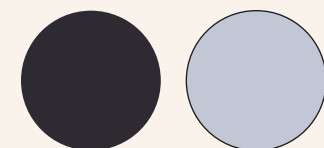
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Men's Club Crew

Everyday comfort. Considered form.

A midweight crew sweat with a relaxed silhouette, combining softness with structure. Built for layering with a clean, composed finish.

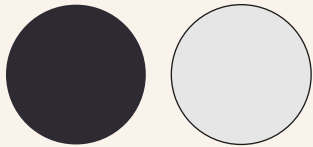




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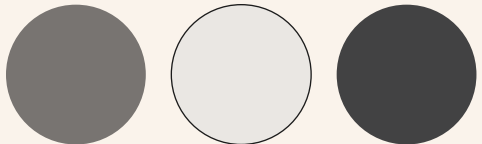
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Men's Heritage Crew

Worn-in feel. Timeless design.

A relaxed crew with a washed finish, referencing vintage sportswear while maintaining a refined, modern shape.





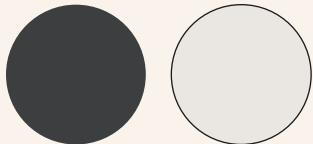
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Men's Heritage Half Zip

Worn-in feel. Classic sport influence.

A relaxed half-zip with a faded finish, inspired by vintage racquet sport warm-up layers. Soft, easy, and naturally aged in character, it's built for effortless layering with a clear nod to heritage sport style.

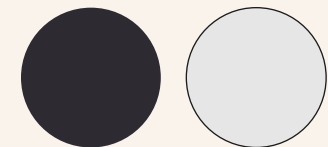




Men's Club Hood

Relaxed structure. Clean execution.

A premium cotton hoodie designed with a refined, oversized silhouette that holds its shape while remaining soft to wear. Clean lines and a considered fit create a composed, modern profile, making it a versatile off-court essential built for everyday use.





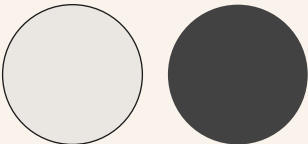
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Men's Heritage Hood

Relaxed. Familiar. Enduring.

A heavyweight hoodie with a faded wash, delivering a soft, worn-in feel rooted in heritage training apparel.



Bags

Designed for life on and off the court, the Hip & Flo bag collection combines practical functionality with refined design.

Inspired by the heritage of racquet sports and reimagined for modern lifestyles, each bag has been created to carry equipment, apparel and everyday essentials with ease.

From training sessions and match days to business travel and weekends away, the collection balances organisation, durability and premium styling to deliver products that feel equally at home courtside, in the city or on the move.





HIP & FLO | PRODUCT & BRAND



Court Pack

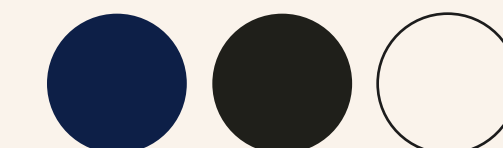
Built for the game. Designed for everyday life.

A premium performance backpack created to move effortlessly between the court, work and travel.

Featuring dedicated storage for up to two padel rackets alongside a protected laptop compartment, the Court Pack balances sport-specific functionality with everyday practicality.

Clean lines, refined detailing and durable construction are complemented by ergonomic straps, breathable back panels and intelligently organised storage throughout.

A modern racquet sports essential, designed with purpose and crafted to the standards of the Hip & Flo brand.





HIP & FLO | PRODUCT & BRAND



Club Holdall

Pack with intent. Travel in style.

A premium holdall designed for match days, weekends away and life on the move. Generous in capacity and refined in form, it provides ample space for apparel, equipment and everyday essentials while maintaining a clean, sophisticated silhouette.

Multiple carry options, including structured top handles, a removable shoulder strap and integrated rucksack straps, deliver exceptional versatility across every journey.

Crafted from durable materials and finished with signature Hip & Flo detailing, the Club Holdall draws inspiration from classic racquet sports travel bags while meeting the demands of modern lifestyles.

From court to city to travel, it is designed to move effortlessly wherever the game takes you.



The Future Of The Brand

Hip & Flo has been created with a long-term vision that extends far beyond today's product collection.

As participation in padel and pickleball continues to grow around the world, the brand will expand through new product categories, seasonal collections, limited-edition releases and strategic collaborations.

Future developments may include expanded accessories, travel products, lifestyle collections, recovery products, club concepts and other initiatives designed to strengthen the connection between players and the brand.

Our ambition is not simply to create great products.

It is to build one of the world's most recognised and desirable racquet sports lifestyle brands.

The journey is only just beginning.





Secure Your Country

Territories are being allocated on a first-come, first-served basis. Don't miss your chance to own the exclusive rights to Hip & Flo in your country.

Contact us today to discuss availability.

Contact Information

www.hipandflo.com/ownership

partner@hipandflo.com