



OUR STORY

Started in 2015, DFND (pronounced “de-fend”) is the brainchild of two industry veterans whose aim was to bring quality performance apparel to the people who needed it most; our US Military and First Responders. Proudly specializing in developing products that maximize human performance, DFND currently offers Graduated Compression for Injury Prevention and Recovery, a complete line of Training Gear and a specialized Flame Resistant (FR) base layer product line. Every item that DFND offers is entirely Made in the USA and 100% Berry Compliant, and is uniquely crafted to support the needs of athletes training at any level.

Since its initial launch, DFND has been adopted by the NBA, NFL, and over 100 D1 collegiate teams. In addition, individual Olympic athletes, as well as NHL, MLB, MMA, and other elite athletes around the world chose to train and recover in DFND products every day.

After five years focusing on specialty markets, we are proud to open our catalogue to the public and offer the complete DFND line to all athletes. We believe that everyone deserves access to apparel that supports training, improves readiness, reactivates the body, encourages faster recovery and, most importantly, enhances overall health.