

Ballerism Activewear: A Brainchild of Kadeem Thompson

A powerful knock at Sports and Fashion doors



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With the lifestyle turning out to be sporty and sports being the ingredient part of modern lifestyle, it

becomes the need of an hour to focus on the right blending of the two. This is where Ballerism Activewear, a brainchild of Kadeem Thompson has taken the world by storm and is all set to be the leader in an athletic and streetwear market. Being pro at basketball, Thompson has always focused on influencing sports lovers and athletes by showing them that they can ball both on, and off-the-court. Alongside, the urge to be an entrepreneur kept growing with the span of time. He often asked himself, “how I can feel what athletes feel but in a different way?” This is what sparked the idea for Ballerism Activewear, the Canada-based company that aims to connect with the youth through its elegant fashion taste.

Ballerism paved its way into the industry in the year 2019, just before the global pandemic hit the world. The perseverance and passion of the team to be the difference-maker in the industry have managed to keep this initiative of Thompson alive. The challenge here was to articulate the vision to contractors and alliances for lightning the way ahead. Though, Ballerism started with making few shirts for family and friends yet in no time it turned out to be an international brand. Apart from honesty and integrity, the strategic partnerships with RICC Atlantic Prep Basketball based out of Nova Scotia, Youth Assisting Youth (Toronto), Cedar Heights Residential Living (Orangeville), and Black Youth Guidance (Toronto) are the major reasons for its expanding growth horizon. The collaborations of this sportswear brand with several non-profit organizations are the means to serve back to the communities that stand deprived in one or another way.

The strong value system of Ballerism inspires the [supporters](#) to be doers of the society and follow the philosophy of “Be Good, Do Good”. This athletic fashion brand finds its strength in staying rooted in cultural ethics with the head up high. Thompson remarks, “You don't have to be in the Pro leagues to live the life, everybody can't make it to the pros, and you can ball in many other ways just make sure to keep going.” With the genuine emphasis on customer satisfaction the brand offers sport comfort, modern fashionable essentials, and support mobility too. To ensure an uninterrupted service, Ballerism has increased the number of retail stores throughout Canada and has established its digital ecosystem to prepare for future disruptions like Covid-19. This has resulted in growing online sales through <https://ballerism.com/> and social media handles.

As a wearable Sport and Fashion brand, Ballerism has always kept its best foot forward and expects to do the same. It aims to bring comfort at the convenient terms in the global market. With its long-term strategic partnerships, unique digital marketing plans, adaptability to e-commerce platforms, Thompson visualizes his brand to be the biggest black-owned brand in the world.

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