

Kevin Plank

Quotes

*Passion, Want, Running, Ideas, Guy, Thinking, Entrepreneur, People, Shoes,
Bigs, Concerts, Self, Making Money, Fire, Brands, Void, Team, Sports,
Business, Beer*

One of our first customers asked me how big we want to be. I said I want to be really big. Later, it bothered me that I answered that way. Now I say I just want to be a great company.

~Kevin Plank

Brand is not a product, that's for sure; it's not one item. It's an idea, it's a theory, it's a meaning, it's how you carry yourself. It's aspirational, it's inspirational.

~Kevin Plank

When you see most companies get big, they want to shout about all they've done. But the consumer wants to know: 'What have you done for me lately?'

~Kevin Plank

I wake up in the morning and I think about one brand. I don't have enough time to wake up twice and think about two.

~Kevin Plank

Motivation, passion, and focus have to come from the top.

~Kevin Plank

I'm a big advocate of the power of positive thinking, particularly for small businesses.

~Kevin Plank

The sports apparel industry was dominated by the big shoe companies. But there was a void in apparel and I decided to fill it.

~Kevin Plank

Any self-respecting entrepreneur has borrowed money from their mother at some point.

~Kevin Plank

All we're trying to do is change how people think about fitness. And build Under Armour into the biggest brand in the entire land.

~Kevin Plank

Where can we take no the product, but the idea?

~Kevin Plank

I realized early on that I was pretty good at organizing. A lot of it was about control. While my friends were out getting hammered at concerts, I was making money. I am a control freak.

~Kevin Plank

As foreign as it would be for you to go running in regular shoes, I want it to be just as foreign for you not to work out in your Under Armour.

~Kevin Plank

Best merchants are the ones who dictate cool, not those who try to predict it!

~Kevin Plank

We need to stop making wide-body seats on airplanes, stop accommodating that, because it's not healthy.

~Kevin Plank

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