

# FIGS Launches Historic Campaign Honoring the Team USA Medical Team at the Olympic and Paralympic Games Paris 2024

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SANTA MONICA, Calif.--(BUSINESS WIRE)-- **FIGS** (NYSE: FIGS), the leading global medical apparel brand, today announced the launch of its largest campaign to date, celebrating the Team USA Medical Team at the Olympic and Paralympic Games Paris 2024. FIGS is the first brand to outfit the over 250 healthcare professionals supporting Team USA athletes, marking a historic milestone in the world of healthcare and sports.

FIGS launches historic campaign honoring the Team USA Medical Team at the Olympic and Paralympic Games Paris 2024 (Photo: Business Wire)

“Our mission at FIGS is to celebrate, empower and serve those who serve others,” said

Trina Spear, CEO and Co-Founder of FIGS. “By highlighting healthcare professionals who push the limits every day to support our nation’s greatest athletes, we aim to bring well-deserved recognition to their incredible passion, dedication and skill.”

FIGS’ campaign centers around an **anthemic film** titled “Anatomy of a Champion.” With the tagline, “It takes heart to build bodies that break records,” the film portrays the USA Medical Team as the builders of record-breaking bodies. By juxtaposing their dynamic reality of treating athletes with an evolved nursery rhyme about human anatomy, it highlights the devotion and expertise they pour into their work. Filmed at the U.S. Olympic & Paralympic Training Center in Colorado Springs, it features 14 healthcare professionals and six athletes, including current and alumni Olympians and Paralympians. While highlighting the Team USA Medical Team, the film intrinsically pays tribute to all medical professionals, offering an in-depth look into the craft of medicine and honoring the commitment of the collective healthcare community.

“The practitioners who serve on the medical staff for Team USA bring expertise and passion to their work and provide outstanding care for Team USA athletes as they work toward their ultimate goal of representing the United States at the Olympic and Paralympic Games,” said Dr. Jonathan Finnoff, Chief Medical Officer, U.S. Olympic & Paralympic Committee. “Through this collaboration with FIGS we are able to celebrate a group of exceptional healthcare professionals who set a gold standard across the medical field and take enormous pride in their commitment to helping athletes.”

Throughout the film, the healthcare professionals are seen wearing limited-edition scrubs from the FIGS x Team USA collection. This collection celebrates the strength of the medical team behind every Olympian and Paralympian with distinct USA Medical Team emblems and red, white and blue branding. True to FIGS’ DNA, these technically advanced products feature an unmatched combination of comfort, durability, function and style.

The campaign is planned to air across North American channels and in prominent spots on NBCUniversal platforms leading up to and throughout the Paris Games. The initiative also includes out-of-home placements in Los Angeles, New York City and Philadelphia across billboards, subway stations and buses. Throughout the Olympics, FIGS will continue to share bespoke and behind-the-scenes content across social channels.

“The Olympics provide the perfect stage to spotlight our community of Awesome Humans,” said Bené Eaton, Chief Marketing Officer at FIGS. “Through our campaign, we aim to inspire people everywhere to celebrate these extraordinary individuals. We hope its success will ignite a new generation to pursue careers in healthcare.”

To bring the campaign to life, FIGS plans to host a public FIGS x Team USA Opening Ceremony Fête on July 26 at the Washington Square Arch in New York City, featuring Parisian-inspired experiences and a live stream of the Opening Ceremony of the Paris Games. In August, FIGS also plans to open a FIGS x Team USA Pop-Up in Philadelphia at Rittenhouse Square. Additionally, FIGS will honor Team USA healthcare professionals with a “Celebration of Service” event at the Team USA House in Paris’ Palais Brongniart on August 6.

The FIGS x Team USA collection is now available for purchase at [wearfigs.com/olympics](https://www.wearfigs.com/olympics) and at the FIGS Community Hub in Los Angeles. To stay up to date on the campaign, follow @wearFIGS on **Instagram** and **TikTok**.

## About FIGS

FIGS is a founder-led, direct-to-consumer healthcare apparel and lifestyle brand that seeks to celebrate, empower and serve current and future generations of healthcare professionals. We create technically advanced apparel and products that feature an unmatched combination of comfort, durability, function and style. We share stories about healthcare professionals’ experiences in ways that inspire them. We create meaningful connections within the

healthcare community that we created. Above all, we seek to make an impact for our community, including by advocating for them and always having their backs. We serve healthcare professionals in numerous countries in North America, Europe, the Asia Pacific region and the Middle East. We also serve healthcare institutions through our TEAMS platform. For more information, visit [wearFIGS.com](https://www.wearFIGS.com) .

## About USOPC

Founded in 1894 and headquartered in Colorado Springs, Colorado, the United States Olympic and Paralympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. The USOPC is focused on protecting, supporting and empowering America's athletes, and is responsible for fielding U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, and serving as the steward of the Olympic and Paralympic movements in the U.S. For more information, visit [TeamUSA.com](https://www.TeamUSA.com) .

## Forward-Looking Statements

This press release contains forward-looking statements about FIGS, Inc. (the "Company") within the meaning of the Private Securities Litigation Reform Act of 1995 that are based on current expectations, and which involve substantial risks and uncertainties that could cause actual results to differ materially from the results expressed in, or implied by, such forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking. These forward-looking statements address various matters, including the timing, execution and success of FIGS' Team USA Medical Team campaign, all of which reflect the Company's expectations based upon currently available information. Such statements are based on expectations as to future events and the Company's actual results, performance or achievements may differ materially from those expressed or implied by the forward-looking statements. The following factors and uncertainties, among others, could cause actual achievements to differ materially from those described in these forward-looking statements: the success of the Company's marketing efforts; negative publicity related to the Company's marketing efforts or use of social media; and other risks discussed in the "Risk Factors" section of the Company's Quarterly Report on Form 10-Q for the quarter ended March 31, 2024 filed with the Securities and Exchange Commission ("SEC") on May 9, 2024, and the Company's other periodic filings with the SEC. The forward-looking statements in this press release speak only as of the time made and the Company does not undertake to update or revise them to reflect future events or circumstances.

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Source: FIGS, Inc.