

HONG

FLYING

RUNNER

[instagram](#)

[fashion label](#)

[website](#)

A woman with dark hair, wearing a dark tank top and leggings, is crouching on a blue running track. She is looking directly at the camera. The track has white lane markings. The background is a blurred outdoor setting.

RUNNING IS

FREEDOM

COMMUNITY

SOLITUDE

HEALING

SELF-EXPRESSION

MEDITATION

SELF-EMPOWERMENT

SELF-LOVE



MY NAME IS

HONG ANH PHAM.

MY PRONOUNS ARE

SHE/HER AND THEY/THEM.

I AM GERMAN-VIETNAMESE

AND BASED IN BERLIN

AND ZURICH.

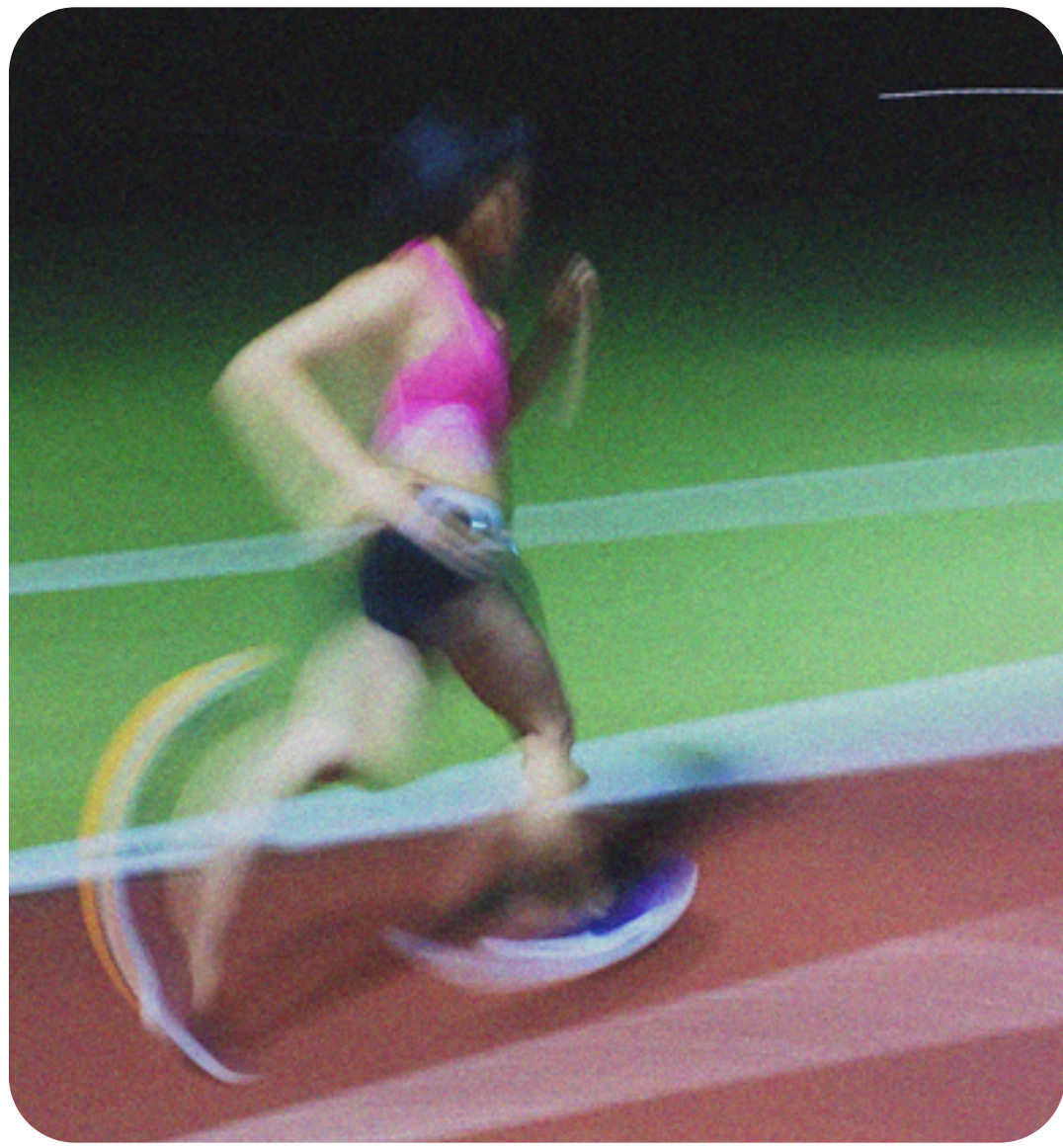
BIPOC

I am an intersectional feminist and member of the Vietnamese/Asian diasporic community. I care about representation and empowerment of BIPOC (particularly Women of Colour) and LGBTQI+ people.

I am a psychologist and **multidisciplinary designer** with special interest in print design and sportswear. Further, I am a new media artist studying at UDK Berlin (video) and work as a commercial / sports model.

In my practice as designer/artist, I strive to give unheard voices a platform and create awareness for societal issues. I care about function and versatility of design and have worked with New Balance on a running Back Pack which is currently in production.

WORLDWIDE WARRIOR



I have always been a big dreamer and looking for more in life. Within 3 years, I have built a career in running and dedicated myself to empowering marginalized groups in the running sport within Wayv Run Kollektiv (Nike), The Stolen Starts (NB) and Joy Run Collective (Nike). The running sport is a very competitive, White and male-dominated environment. As a woman of Colour, it is hard to find the resources in terms of knowledge as well as product and financial resources for race entries and to find a supportive community to be able to participate in the sports and compete at races I have built a network of runners around the world.

In the last 3 years, I have loved running everywhere I travel and meeting inspiring people/runners. I have trained in different countries and have run some smaller and major races in Europe and the US.

For 2023, I decided to commit my life to running the world, literally: I will work as a flight attendant and bring my running shoes along the way. I hope to inspire others, especially women of Colour & queer people to take part in this sport and dare to dream big.



RUNNING GOALS

Run a Marathon in 3:20h.

Run all 6 Major Marathons (Chicago, Tokyo and Boston missing) before I turn 33 and all the super halves.

Consistent practice while maintaining physical and mental health (staying injury-free and prevent exhaustion/burnout).

Mental health /Healing trauma stored in the body through movement.

DESIGN SPRINT OUR JOURNEY



2020

I committed to running February 2020 in London when the fashion label I was working for challenged me to run the Hackney Half in April 2020. I continued my self-led training despite of having to return to Berlin during the pandemic and the postponing of Hackney Half. I ran my first half on the original date of the race around Müggelsee in Berlin. Planned Design Sprint with Puma about the future of sportswear got canceled because of Covid 19.

IN SUMMER 2020, I JOINED THE NIKE SUPPORTED WAYV RUN KOLLEKTIV AND BECAME AN ACTIVE COMMUNITY MEMBER. WRK IS COMMITTED TO ELEVATE RUNNERS FROM MARGINALIZED GROUPS SUCH AS BIPOC, LGTBQI+ AND WOMEN. WITH THEM I TRAINED FOR MORE (PARTIALLY VIRTUAL) LONG DISTANCE RACES THROUGHOUT THE YEAR AND ORGANIZED AND TOOK PART IN DEMONSTRATIONS AND COMMUNITY RUNS SUCH AS THE WAYV ANTI-RACISM RUN.

2023

Member of Joy Run Collective Racing Barcelona

Confirmed Races 2023
 Barcelona Half
 Chamonix 10k Trail Run
 Berlin Half
 Zürich Half
 Istanbul 15K
 Hackney Half
 Copenhagen Half
 Berlin Marathon
 More to come!

My interest in running started with a conversation with a friend who ran the Berlin Marathon. They said: „**LIMITATIONS ARE ONLY IN YOUR MIND.**“ Since then I put "running a half marathon" on my bucket list. Developed interest particularly in Sportswear and Techwear.

2017

COMMERCIAL FOR NIKE RUNNING
2019

2021

I became also a member of The Stolen Starts and a New Balance ambassador. The Stolen Starts is a running collective that features women who use their running platform for a higher cause. The members care for social justice, environmental issues, anti-racism and female empowerment.

RACES
 Berlin Halbmarathon, Adidas City Night 10k, Berlin Marathon, London Marathon

3RD YEAR AS WAY RUN KOLLEKTIV AND 2ND YEAR OF THE STOLEN STARTS I REPRESENTED WRK AND NB AT THE FOLLOWING RACES : EDINBURGH HALF, BERLIN HALBMARATHON, ADIDAS CITY NIGHT 10K, GENERALPROBE, LONDON MARATHON, ROYAL PARKS HALF, NEW YORK MARATHON FURTHER, I WAS NB AMBASSADOR AT THE EUROPEAN TRACK AND FIELD CHAMPIONSHIP IN MUNICH AND PRODUCT LAUNCHES IN BERLIN

2022

WAYS TO COMBINE FLYING & RUNNING BRAND COLLABORATION

DAILY CONTENT

(1) **CHALLENGES**

365 X 5K EVERYDAY. MINIMUM OF 5K EVERYDAY, DOESN'T MATTER WHERE SHE IS LOCATED AT.

- Proving to people that you can run everywhere at any time and inspiring people to integrate running in their everyday life.
- Building a running community
- Connecting with interesting runners from all over the world: People who are runners and in addition engage in a community project or work in a NGO or are artists - have multiple identities, go on a run together, interview them about what brought them to running

(2) **GENERAL CONTENT**

DAILY TRAINING SESSIONS, MENTAL HEALTH, SLEEP, NUTRITION.

SPECIAL CONTENT

(1) **TRAINING CAMPS**

Trips to other countries to train under certain climatic conditions or with special coaches/runners.

(2) **LAYOVERS**

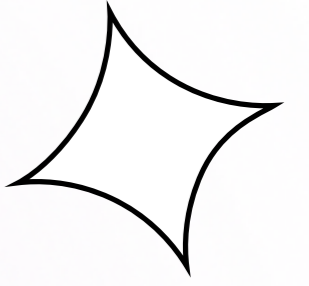
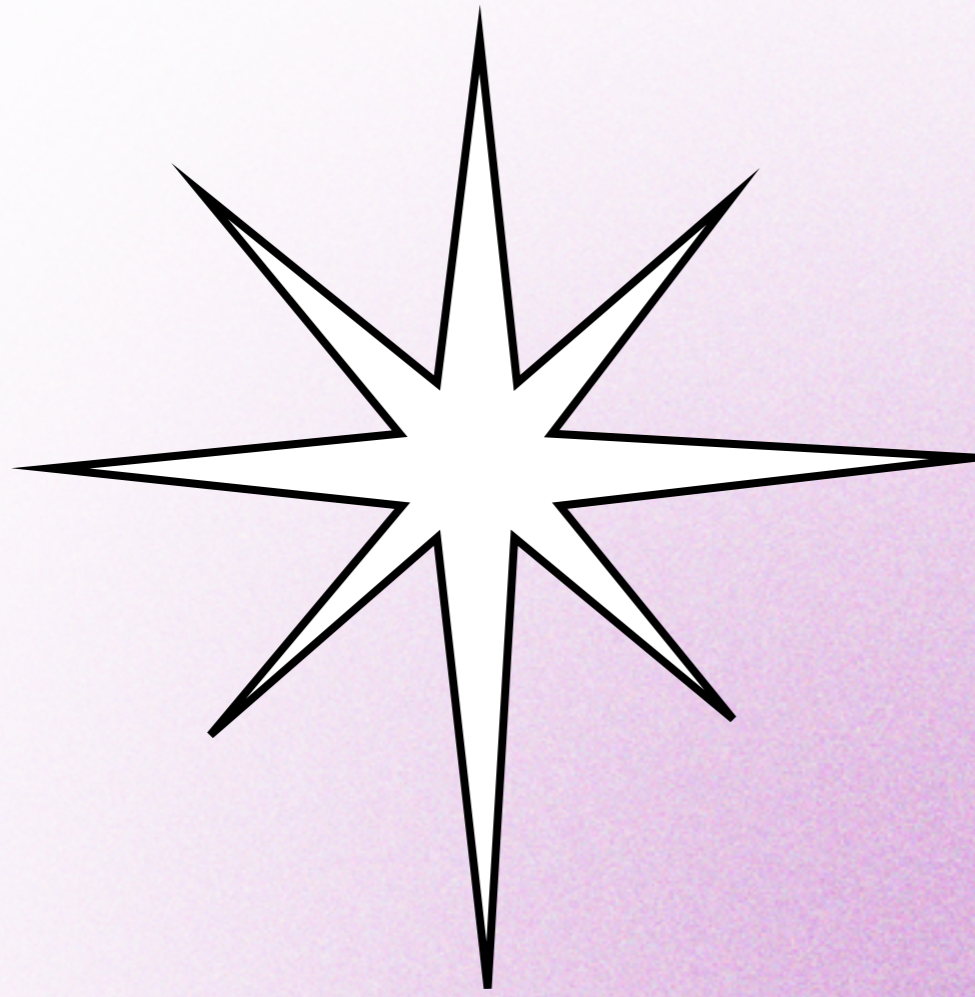
Always a pair of running shoes & clothes in my luggage, doing sightseeing, Run, Meet up with other running crews or interesting runners (queer runners, runners of Colour), running achievements, checking out running stores, training in different time zones and under different weather conditions, Q&As

(3) **RACE DAYS**

Documenting the raceday and the days leading up and after, recap videos and getting real about representation in sports and mental/physical fatigue and performance pressure

SOCIAL MEDIA ASSETS

INSTAGRAM STORIES, REELS, VIDEO/PHOTO POSTS ETC.



FURTHER COLLARS/WORK OPPORTUNITIES

- (1) SEEDING
- (2) DESIGN PROJECTS: PRINT DESIGN, RUNNING BAG OR CHEST RIG (MISSING AS A PRODUCTGROUP), RUNNING CAPSULE COLLECTION, SPECIAL THEMED COLLECTIONS (WOMEN'S SAFETY COLLECTION, WOMEN WANT POCKETS COLLECTION)
- (3) UPCYCLING PROJECTS
- (4) AMBASSADOR/REPRESENTATION @ EVENTS/MODERATION
- (5) VIDEO PROJECTS
- (6) MODELING FOR CAMPAIGNS
- (7) POTENTIAL WORK WITH OFFICE IN ZURICH



THANK

YOU