

Comfrt



Comfrt is a lifestyle and apparel brand that blends product with purpose. Rooted in connection and mental health awareness, Comfrt's accessibly priced, slightly weighted, oversized hoodies, sweatpants, and loungewear are designed for comfort and emotional well-being.

Founded in 2022, Comfrt has rapidly grown into a national brand, with more than a million social media followers, 100,000 brand ambassadors, and top positioning in TikTok Shop sales. Comfrt delivers premium-feel products without premium prices, and its deeply engaged community of affiliates provides a competitive edge. The company's products attract a broad base of customers – many of whom become brand champions and repeat buyers.

www.comfrt.com