

Chris Gowen Launches Curated Amazon Collection of Products That Have Earned Their Place in His Life

Chris Gowen, founder of Directional Force and former LAPD detective, has launched a curated Amazon collection featuring only the products he stands behind.

CALIFORNIA, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Chris Gowen](#), founder of [Directional Force](#) and former LAPD detective, has launched a curated Amazon collection featuring only the products he personally uses and stands behind.

The collection brings together training tools, recovery essentials, skincare, supplements, books, and everyday lifestyle pieces that have earned a permanent place in Gowen's routine. Nothing is included by trend or convenience - every item has been tested through real use.



Chris Gowen, founder of Directional Force, wearing pieces from his curated Amazon collection.

"I don't collect products for the sake of collecting," said Gowen. "Everything in this list has earned its place. If it doesn't support training, recovery, or the way I live at a high level, it doesn't make the cut. No filler."

Gowen, who built Directional Force around the philosophy that discipline and perseverance are the ultimate Force Multipliers, created the collection in response to years of questions from people asking what he actually uses and why. The Amazon storefront serves as a transparent, living short list of those answers.

The collection will continue to evolve. New products will only be added if they prove themselves through consistent use. Items that no longer perform will be removed.

The Chris Gowen Amazon Collection is available now at amazon.com/shop/cdgowen.

About Chris Gowen

Chris Gowen is the founder of Directional Force, a performance and lifestyle brand built on discipline, perseverance, and real-world experience. A former LAPD detective who later served as a U.S. Marshals fugitive task force operator, Gowen brings a no-compromise standard to training, recovery, and daily living. His philosophy centers around his Quantum Athletics mindset and the belief that you can't fail if you don't quit.

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*Chris Gowen, Founder of
Directional Force*

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Directional Force

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Chris Gowen training in the Directional Force Centurion Weight Vest available in his Amazon Collection



Chris Gowen in a Wrangler denim shirt, retro jeans, and bandana from his curated Amazon collection.

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