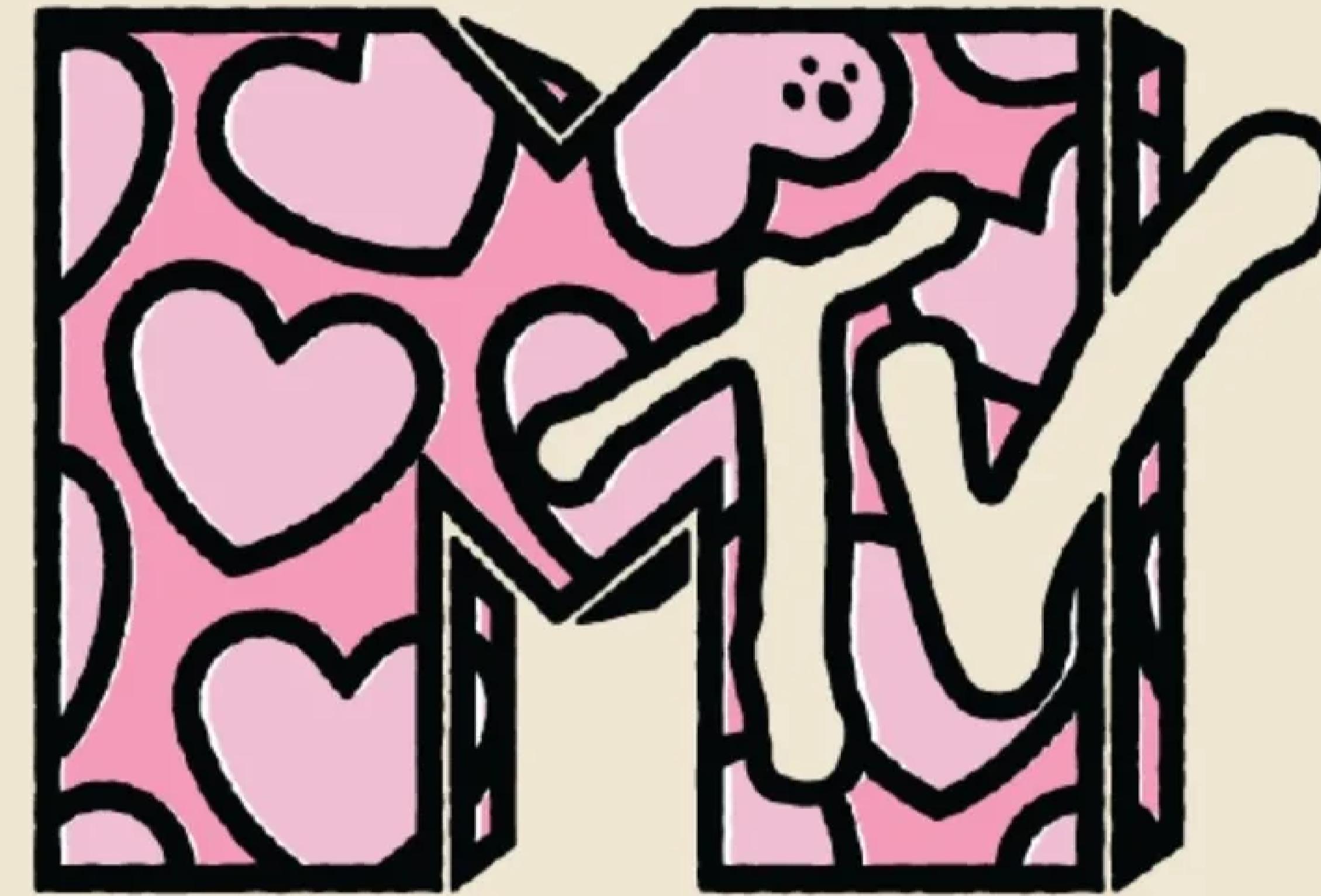
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## VISION

To build the biggest  
self sustaining community  
by empowering vari0.us  
artists & athletes.

We aspire to create designs that are a blend of passion and love for our culture. We aim to help our community express and explore their inner street artist. We strive to encourage and uplift everyday artists by giving them the tools to overcome their challenges, and build a community of like-minded people. By helping one another, we believe our community has the power to change the world.

*The hustle is real. There are no rules for achieving your goals and living the life that you want to live. We are determined to change the severe lack of representation and awareness of this multi-talented underground street community of India.*

### community

partnerships



### timeline

What started in 2013, with a simple goal of increasing awareness about the skate culture in Mumbai, has now evolved into a deep rooted passion towards accelerating the growth of our community.

Just like the community we represent, we are unorthodox in our methods, eccentric in our style, and determined in our approach. We strive to keep our work unique and smart, with room for a little magic.

### our founder - Yash Gangwal

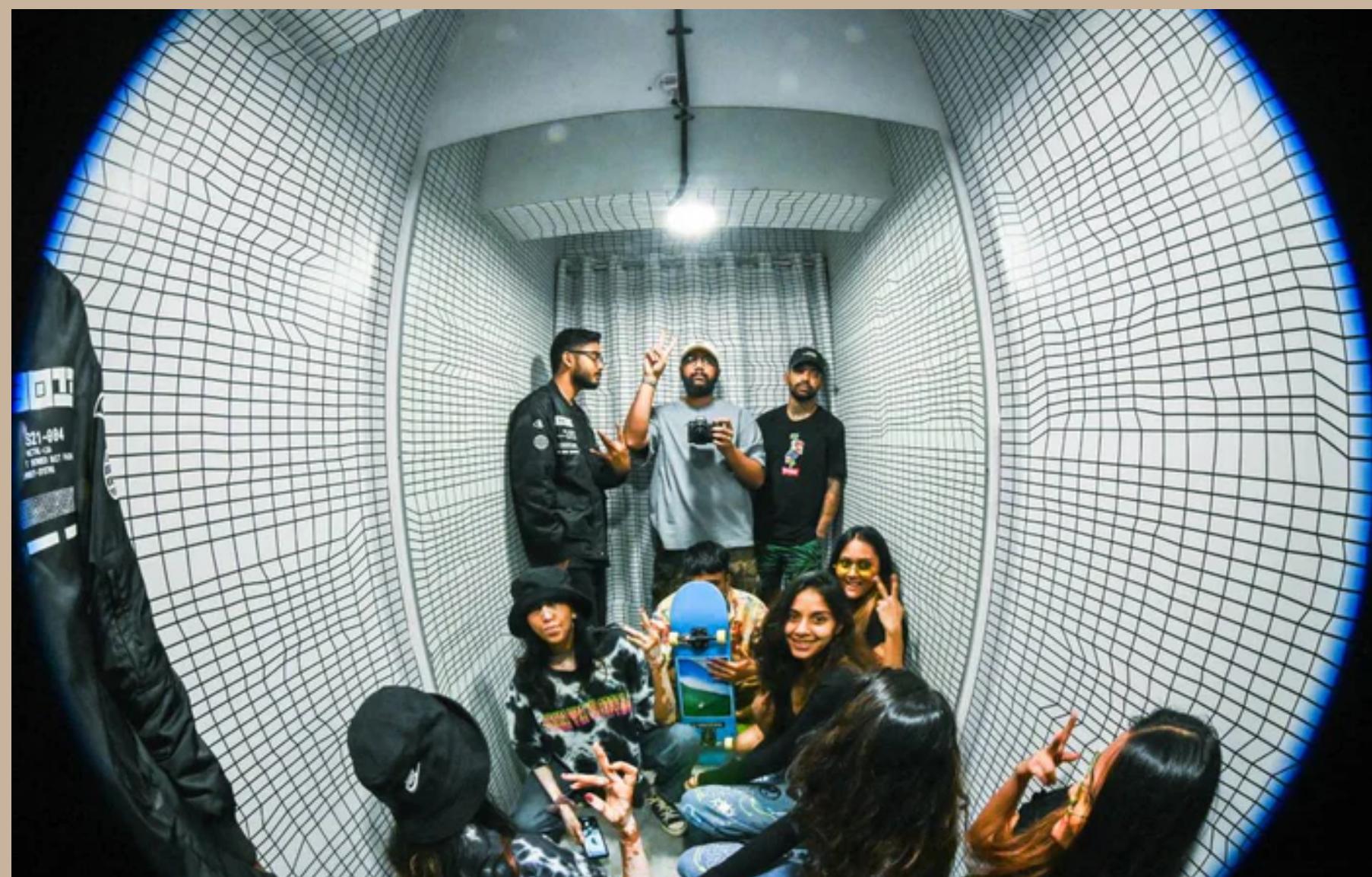


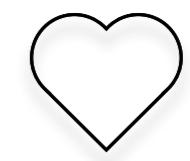
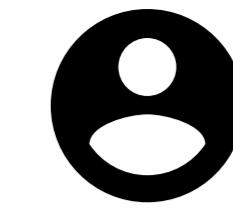
Brought up in Hongkong, in the summer of 2011, after completing his graduation in Australia, Yash moved back to India with the fear of having to join his Dad's diamond business.

He couldn't settle for a boring 9 to 5 job. His love for art, hip hop and skateboarding made him meet so many of you. The sheer lack of representation of the underground street culture of India got to him. He was determined to change that using streetwear as his tool.

When he isn't handling business or skateboarding, he's either cooking up a storm in the kitchen or trying to become a better tennis player these days.

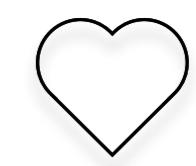
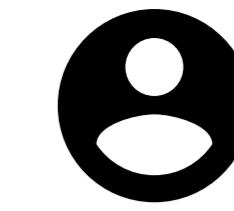
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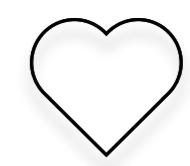
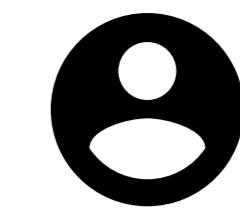
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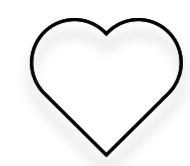
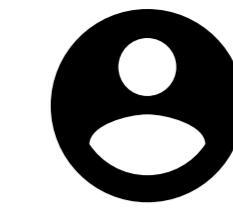
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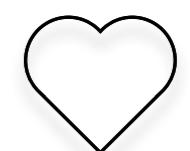
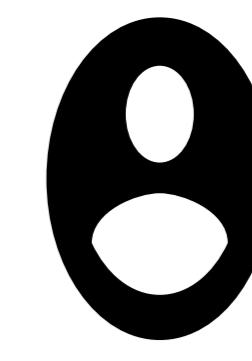
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