

# Square Bidness Apparel Media & Press Kit — 2025

## **Principles. Morals. Business Done Right.**

Square Bidness Apparel is a Louisiana-rooted lifestyle and workwear brand built on respect, professionalism, and everyday people who handle business the right way. This media kit is designed for editors, producers, podcasters, and partners who want to understand the story, the founder, and the momentum behind the brand and the Square Bidness Tech Lab.

## **Media Contact**

Marcus Buckner — Founder, Square Bidness Apparel & Square Bidness Tech Lab

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# Founder & Brand Story

## **About the Founder — Marcus Buckner**

Marcus Buckner is the founder and principal operator of Square Bidness Apparel and the Square Bidness Tech Lab. A veteran-led operator, Buckner blends apparel, infrastructure, and technology into a disciplined, asset-focused business model. He documents and performs electrical, construction, and buildout work firsthand, prioritizing control, efficiency, and long-term ownership over shortcuts or hype.

## **About the Brand — Square Bidness Apparel**

Square Bidness Apparel is built around the belief that doing good business is a lifestyle. The brand serves professionals, builders, creatives, and everyday operators who value principles, respect, and accountability. Products are designed with durability and intent, not fast fashion cycles.

# Infrastructure, Locations & Traction

## Multi-Site Footprint (Louisiana)

- HQ1 — Hammond: Primary headquarters for production, content, storage, and administration. Recent upgrades include lighting, electrical improvements, and operational refinements.
- HQ2 — Pineville: Active field lab and secondary office used for electrical training, LVP flooring corrections, recessed lighting installs, and documentation workflows.
- Tech Lab Slab — Hammond: A 40x50 (approx. 2,000 sq ft) concrete pad behind HQ1 reserved for Phase II Square Bidness Tech Lab expansion and modular infrastructure builds.

## Start2Finish Partnership

Square Bidness works closely with Start2Finish Contracting, led by Deante “Boo Brady” Culvert, on residential and infrastructure projects. This partnership allows for real-world documentation of electrical, flooring, lighting, and renovation work.

## Content & Community Presence

Across Instagram, Facebook, and TikTok, Square Bidness consistently shares reels, field clips, and behind-the-scenes documentation showcasing real work, real progress, and real ownership.

# Media Highlights & Contact

## Talking Points for Media

- Veteran founder building a lifestyle brand and tech lab from Louisiana.
- Multi-site real estate and infrastructure story: HQ1, HQ2, and a ready 40x50 slab.
- Self-taught electrical and construction skills used to reduce costs and increase control.
- Strategic partnership with Start2Finish Contracting documenting real homes and upgrades.
- Apparel rooted in workwear, respect, and community — not fast fashion.

## Ideal Angles

- Modern blue-collar entrepreneurship and infrastructure-minded fashion brands.
- How small brands use documentation, technology, and AI tools to operate at scale.
- Louisiana-based founders building credible assets and long-term platforms.

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For high-resolution photos, logos, and additional documentation, visit:

[www.squarebidness.com/media-kit/](http://www.squarebidness.com/media-kit/)