

# 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 & SB Tech Lab

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## Founder & Brand Story

### About the Founder — Marcus Buckner

Marcus Buckner is the founder of Square Bidness Apparel and the Square Bidness Tech Lab, a veteran-led brand.

Buckner's work blends fashion, infrastructure, and technology. He documents his own electrical, construction, and

### About the Brand — Square Bidness Apparel

Square Bidness Apparel is built around the idea that doing good business is a lifestyle. The brand serves profession

## Infrastructure, Locations & Traction

### Multi-Site Footprint (Louisiana)

- HQ1 — Hammond: Primary headquarters, production, content, and storage. Recent upgrades include recessed lighting, LVP flooring, and a new office space.
- HQ2 — Pineville: Active field lab and secondary office. Used for electrical training, LVP flooring work, recessed lighting, and a new office space.
- Tech Lab Slab — 40x50 (approx. 2,000 sq ft) concrete pad behind HQ1. Reserved for Phase II Tech Lab expansion.

### Start2Finish Partnership

Square Bidness works closely with Start2Finish Contracting, led by Diante “Boo Brady” Calvert, on full-house renovations and interior upgrades.

### Content & Community Presence

Across Instagram, Facebook, and TikTok, the brand consistently posts reels and field clips in Square Bidness workspaces.

## Media Highlights & Contact

### Talking Points for Media

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

### Ideal Angles

- Feature on modern blue-collar entrepreneurship and infrastructure-minded fashion brands.
- Story on how small brands leverage technology, documentation, and AI tools to operate like big companies.
- Spotlight on Louisiana-based founders building credible assets and data-center-inspired projects.

### Media Contact

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For high-resolution photos, logos, and additional documentation, visit:  
[www.squarebidness.com/media-kit/](http://www.squarebidness.com/media-kit/) (web media kit)