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Description automatically generated with low confidence  
**Disbranded owned and created by Robin Schoenmaker product of StreatsDesign  
  
Offbrand** was the original name of **Disbranded**  the name came from a school project where Robin had to make a unique soda name this became **Offbrand** Soda.

The **Offbrand** style became something the owner liked and made designs and styles by, after this the company **StreatsDesign** was formed and after 3 months the second / alternative name of **Disbranded** clothing had been made.

**Why not Offbrand and Disbranded?**

**Offbrand** was the original name of the company before the change had been made to **Disbranded** Clothing,  the main reason for this was that **Offbrand** would make people mostly think it's an imitation product and not something original and this was not the case.

**Disbranded** was finalized upon after seeing the meaning of  **disbanded** "t**ransitive verb.** : *to break up the organization of : dissolve. Intransitive* ***verb****. : to break up as an organization : disperse."*  
Even though there was no organization to dissolve, the idea of staying away and or unique from other companies with the same idea is what made the decision.

**Approachability:**

**Disbranded** Clothing is trying to be very approachable towards creators / influencers and is trying to very transparent about its actions and decisions.

**Creators that would like to contact Disbranded Clothing or if you have questions you can email us at:**

info@disbrandedclothing.com or disbrandedclothing@outlook.com

**Strengths**: We are very easy and quick to approach we work together with as much influencers as we can, and we stay positive.

**Weaknesses**: We are currently low on manpower and possibly not active enough on our socials for the type of work we do.

**Opportunities**: Disbranded could become one of the biggest collab / clothing brands if done right  
  
**Threats**: our competion is our biggest threat but besides this we also must be able to build a very strong and active community this can be a very big challenge.