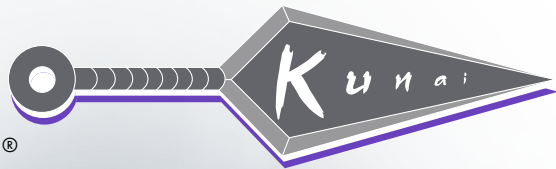


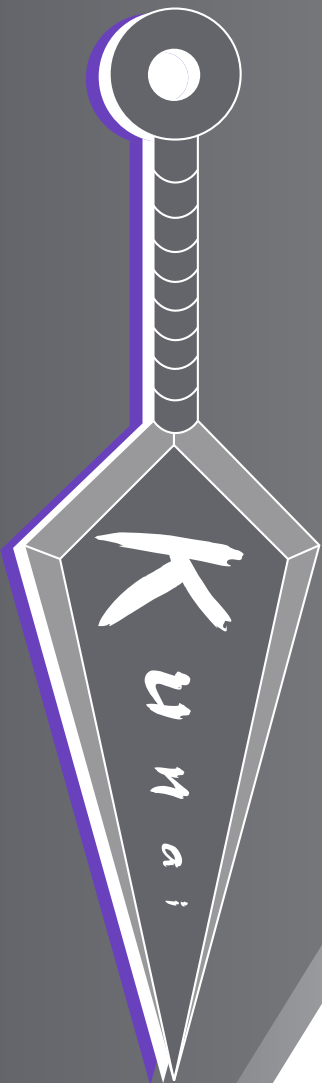
- + Style
- + Comfort
- + Community

Cutting Edge Street wear



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K

unai, a small, relatively underground street wear/ apparel company based in Oakland, CA. They are currently undergoing rapid growth and are seeking a new logo to match their future aspirations as a company on the forefront of the retail world and popular culture. Their current list of products primarily consists of T-shirts, hoodies, sweatshirts, and hats.

On occasion there are limited releases of accessories such as bags/ backpacks, wallets, and collaborations with larger more established companies. The client wishes to be portrayed as approachable, appealing to a variety of demographics, while maintaining the image of being youthful, nonconforming, and community conscious. The main competitors include many of bigger, established companies which do street wear including but not limited to: Nike, Adidas, Supreme, Stussy, Obey, HUF, Kith, Undeafated, Bape, Carhartt, 10 Deep, Off-White, and The Hundreds. As of now most of Kunai's client base is located locally in Oakland and the greater Bay Area. They hope to grow this audience further not only nationally, but to eventually have global reach as well.

The demographic of this audience would include adolescents and pre-teens up until those in their late twenties. Roughly ages 12-29. Like many street wear brands, there would be many clout chasers interested as well. Kunai seeks to offer a unique perspective on the street wear world, creating not only great products that push design, but to stay close to their roots and remember where they came from. This would mean giving back to the community as an effort uplift and support those that came from the same place Kunai did. Authentic and real.

