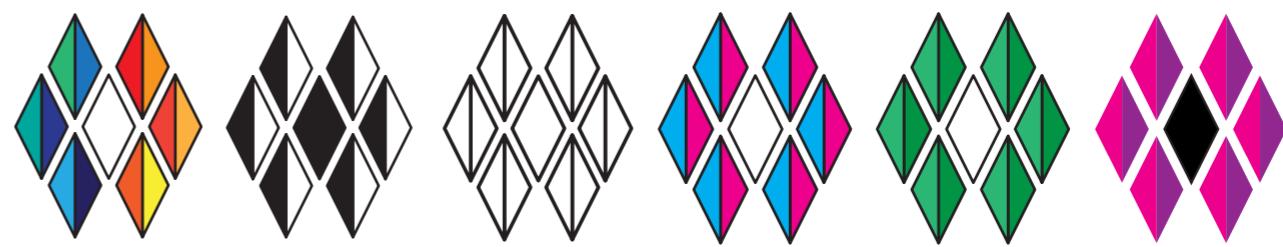


UN3RD4WG



WHY UND3RD4WG? WHAT IS UND3RD4WG?

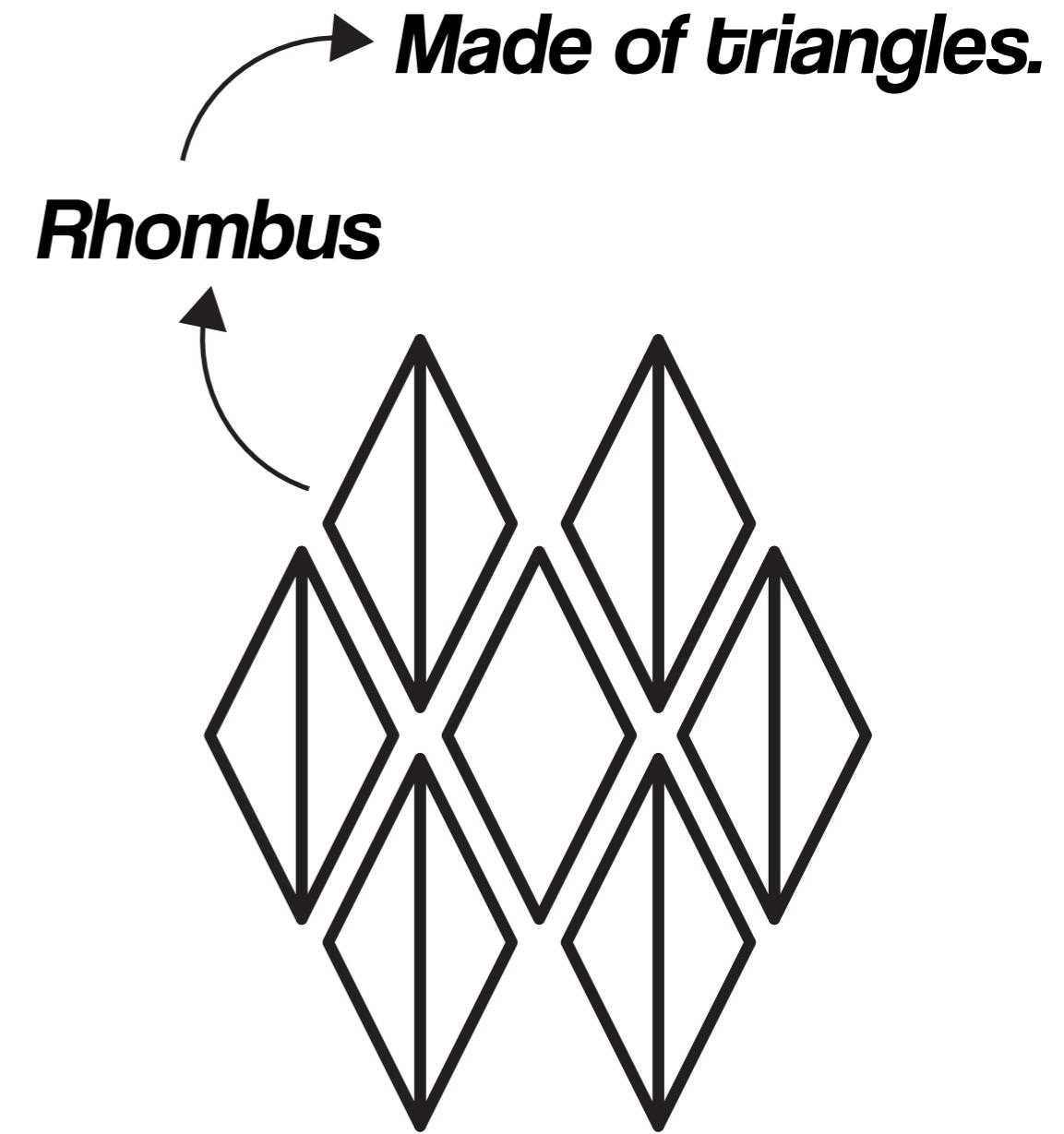
UND3RD4WG is a sustainable streetwear brand ; also being a community of hustlers, people who are trying to make it big by chasing their dreams in their respective industries.

Stories of these hustlers are stories for the brand. We target maximum engagement with the people as these stories are content for the brand.

The '3' in the name comes from triangles. Triangles are the one of the strongest shapes to exist. They represent an underdog's strength.

The '4' in the name comes from four sided figures (here, Rhombus). They are weak an collapsable when compared to triangles. Every underdog goes through a low point in their life, the moment they push through it and snap out is when they win. So, '4' represents the shell which withstands pressure and challenges in life.

When both '3' and '4' are clubbed i.e. triangles come together to form Rhombuses, they form underdogs.



UND3RD4WG



New In

Tshirts

Bottoms

ZERO WASTE

Accessories

About Us

Be A Member

FLAME BATCH HOODIES

ZERO WASTE cut & sew-

-Recycled Cotton

Seed Paper Tags-

BUY NOW
RS. 2499/-



Fresh Look-

-450 GSM Fleece

Durable Print-

-Available in S/M/L/XL



SUSTAINABLE? WHY?

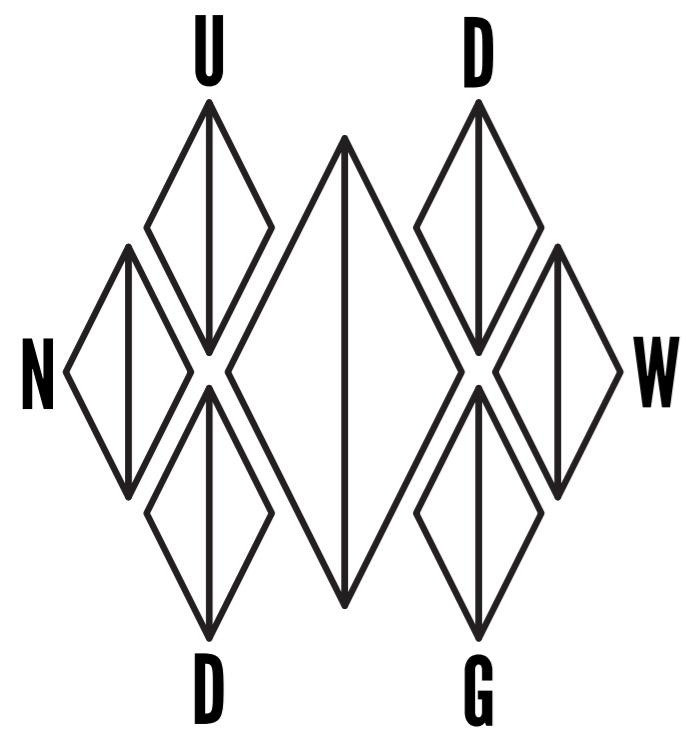
**More than 35% of cloth/fabric goes to waste
for us to make 1 Tshirt the conventional way.**

**The ZERO WASTE TSHIRT's pattern is designed in
such a way that the big 35% fabric waste cuts
down to less than 1.5%.**

**This new method not only reduces waste, but also
helps us study and understand what impacts sustainable
methods could bring to the fashion industry.**

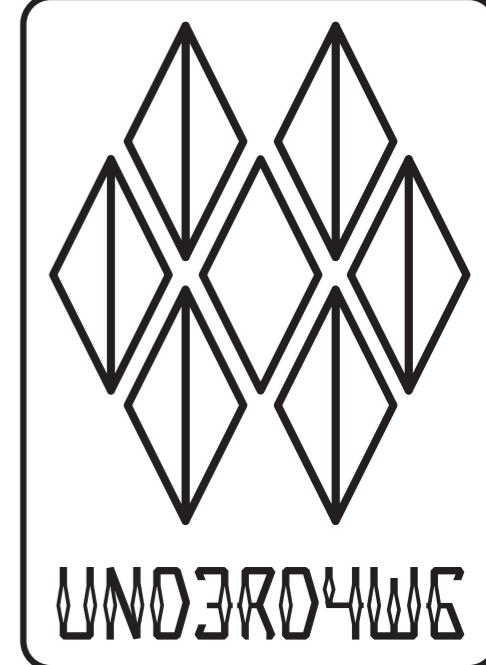
**Sustainability in fashion focuses on creating a more
eco-friendly, ethical, and responsible industry that
reduces harm to the planet and the people involved
in garment production.**





**THE
PROCESS**

**THE
PROGRESS
STROKE//NO STROKE/DARK/BRIGHT**



TARGET AUDIENCE

8-40 yrs of age.
Unisex (All Genders)
Hustlers in life.

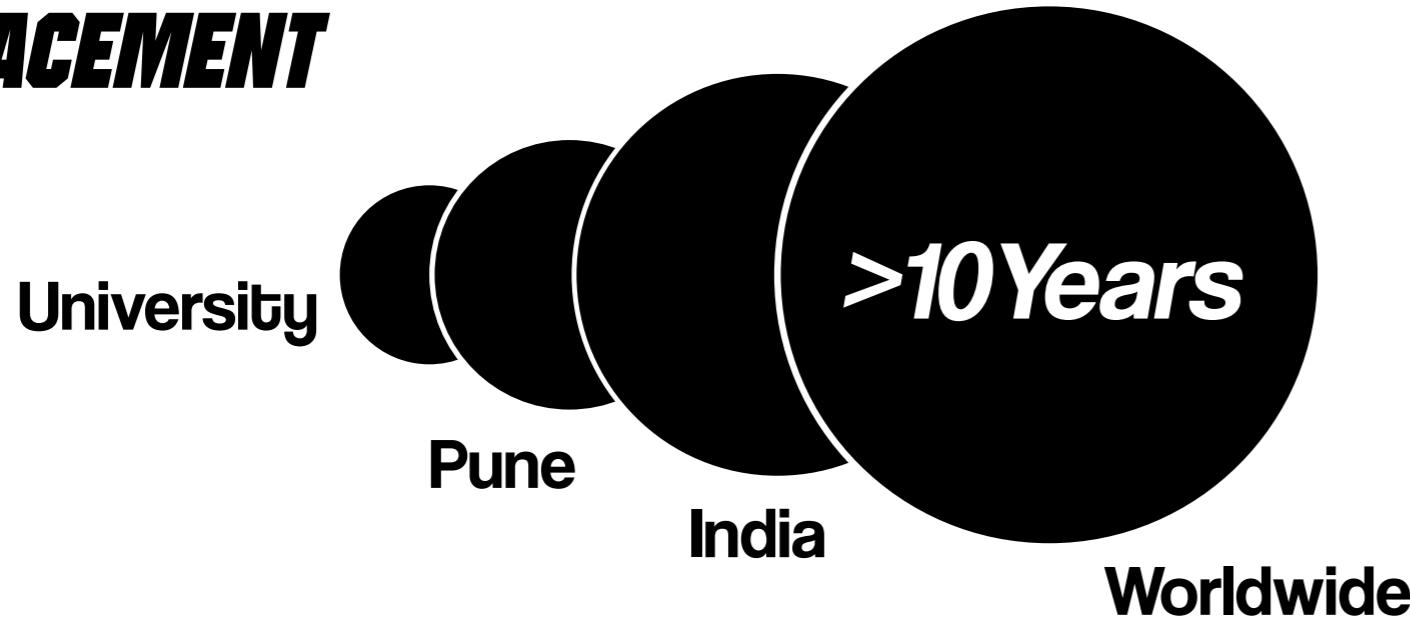
CONSUMER GROUP

- * Main focus on the younger side of the target audience (13-25 yrs)
- * People who are inclined more towards street-wear and have a modern mindset.
- * *Hustlers*, this is really important, as we want people to connect and engage with the brand as much as possible.
It doesn't matter what industry they come from or what work they do, their stories are content for the brand.

PRICE RANGE

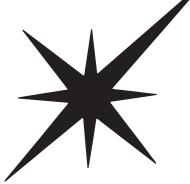


PLACEMENT



TYPEFACE [HEADER]

MOONBASE DELTA *[ITALICS]*



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0.

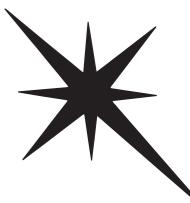
COLOUR RANGE

TYPEFACE [HEADER]

MOONBASE DELTA **[REGULAR]**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

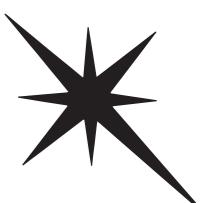
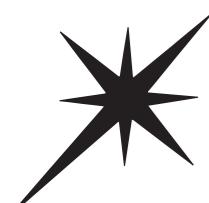
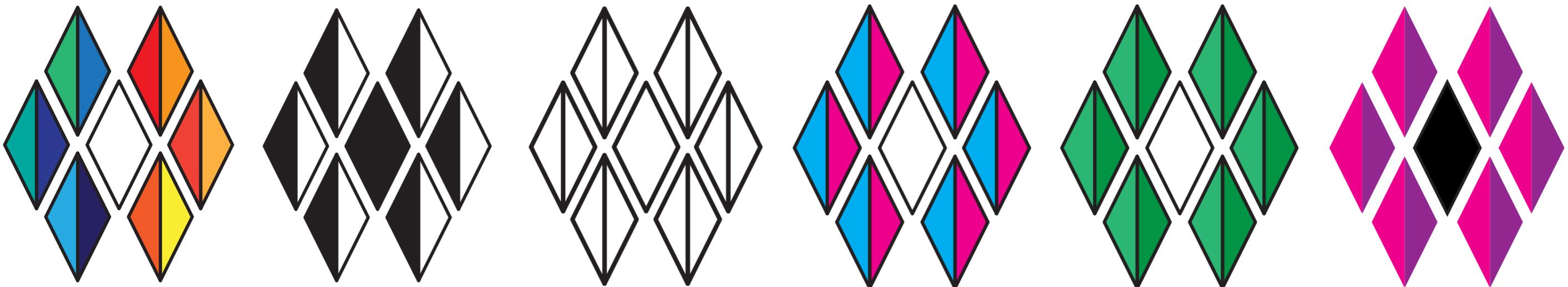
1 2 3 4 5 6 7 8 9 0.



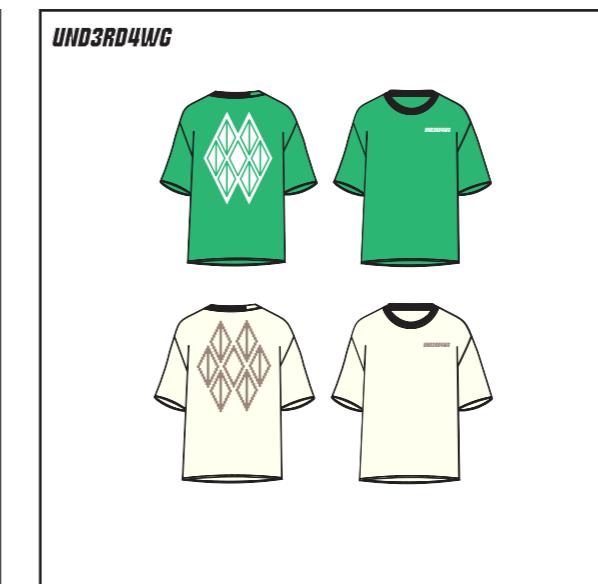
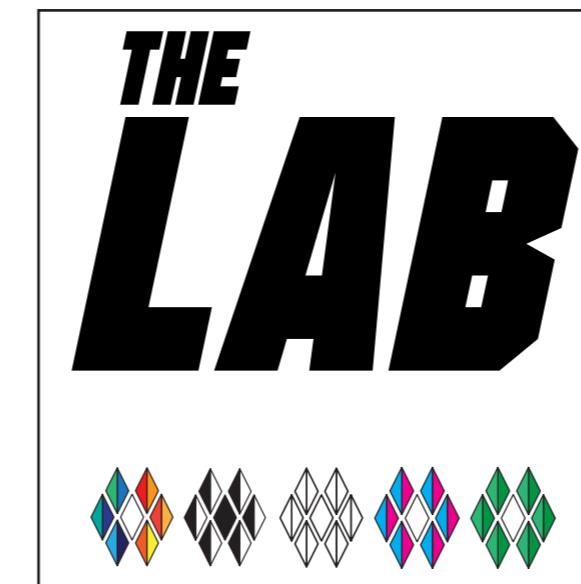
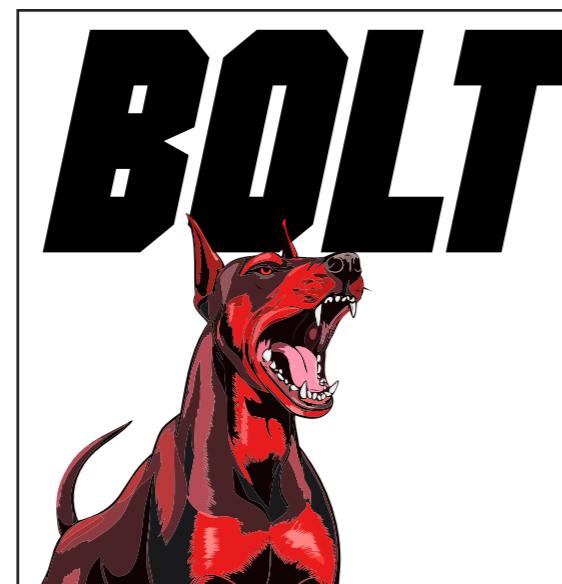
COLOURS USED

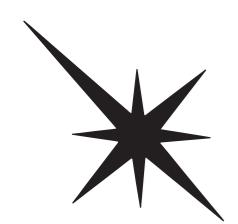


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SOCIAL MEDIA

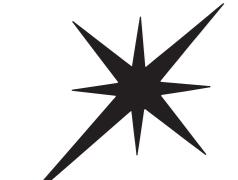




[*Italics*] **Coolvetica**
Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0.

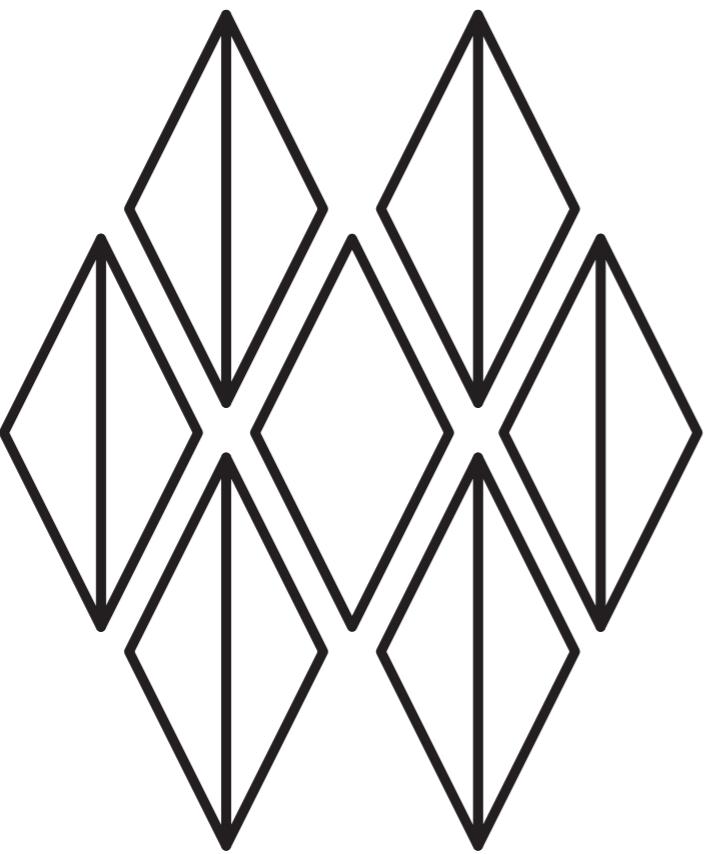
COLOUR RANGE



Coolvetica
Typeface

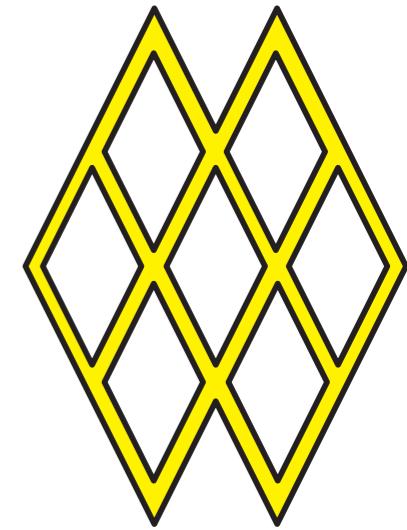
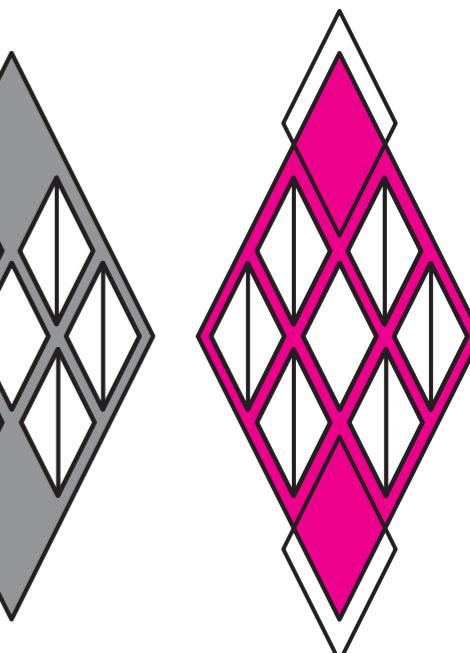
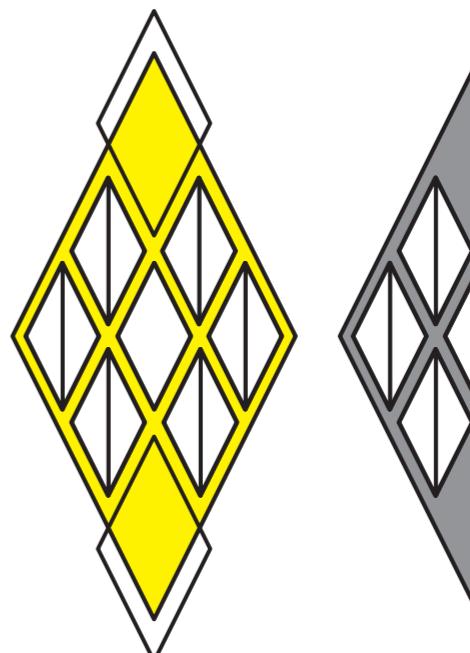
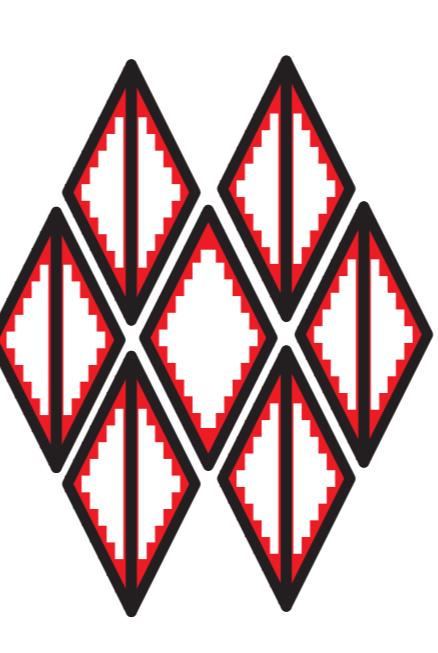
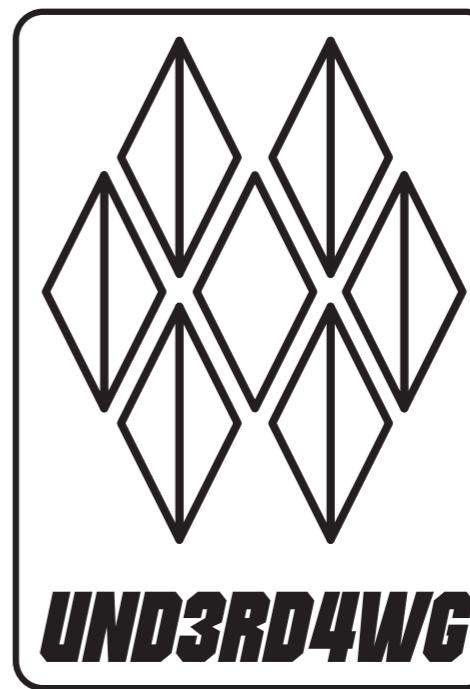
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0.

LOGO
[FINAL VERSION]

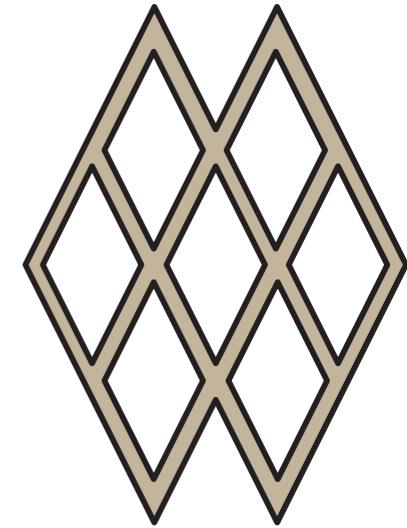


UND3RD4WG

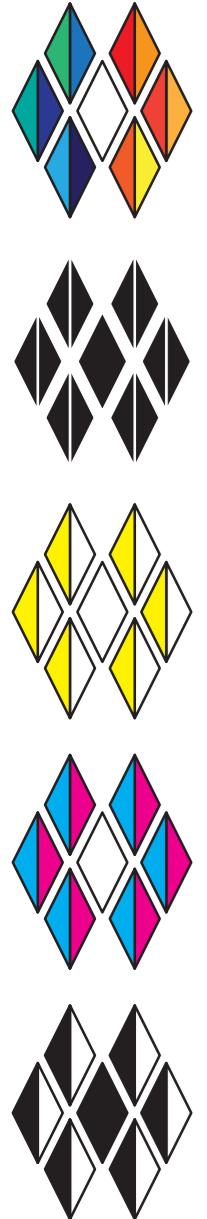
**THE
LOGO
BOARD**



UND3RD4WG



UND3RD4WG



THIS IS A CALL FROM THE SUPERFUTURE.
THIS IS A CALL FROM THE SUPERFUTURE.

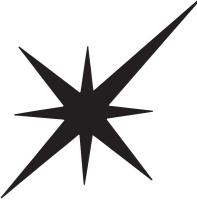
UND3RD4WG

INTRODUCING ZERO WASTE TSHIRTS

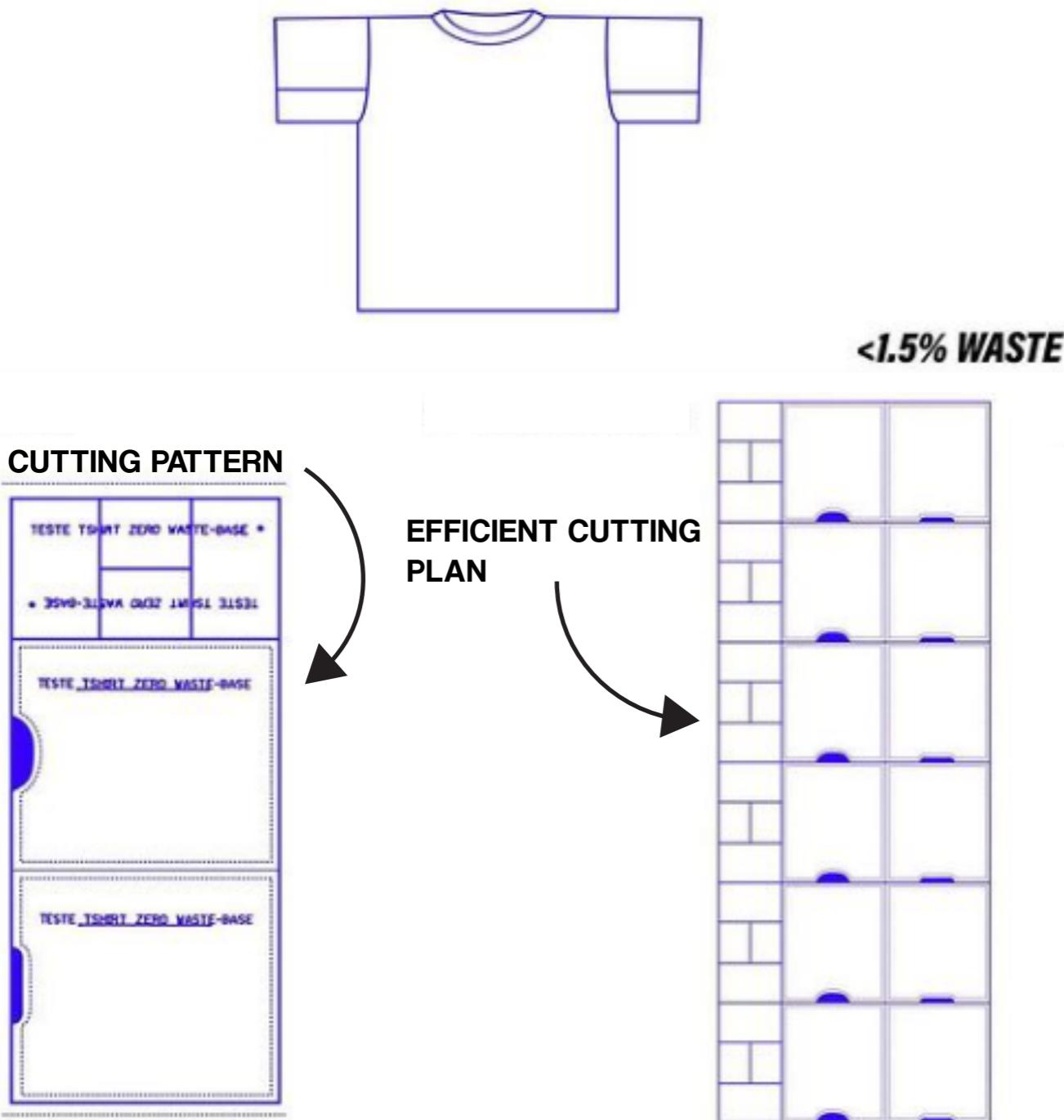
SUSTAINABLE IS THE NEW COOL.
SUSTAINABLE IS THE NEW COOL.

ZERO WASTE TSHIRTS

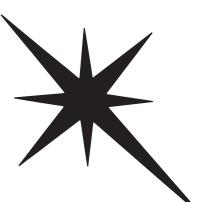
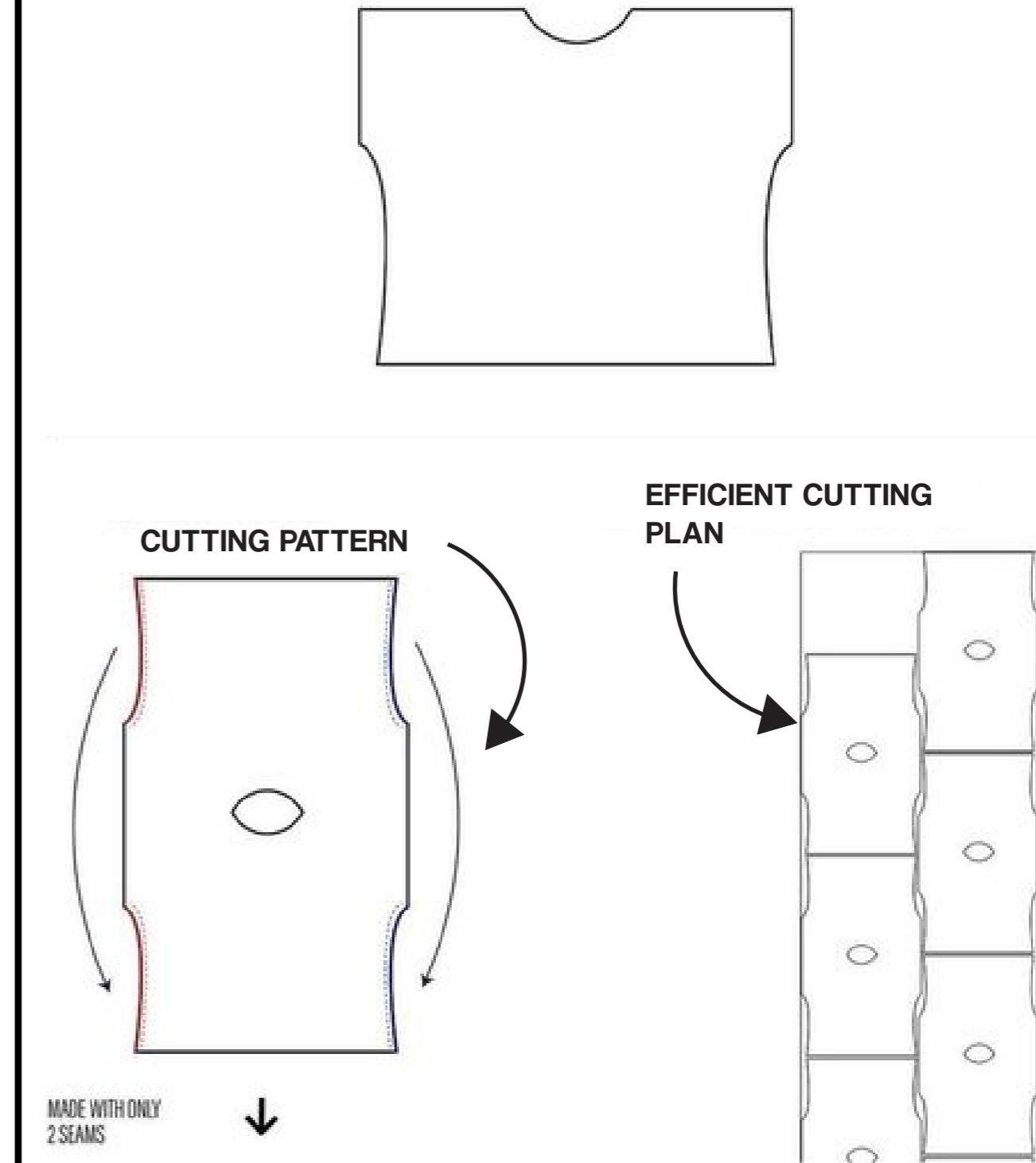
[INNOVATIVE DESIGN TO REDUCE IMPACT]



TSHIRT I.O



TANK TOP I.O



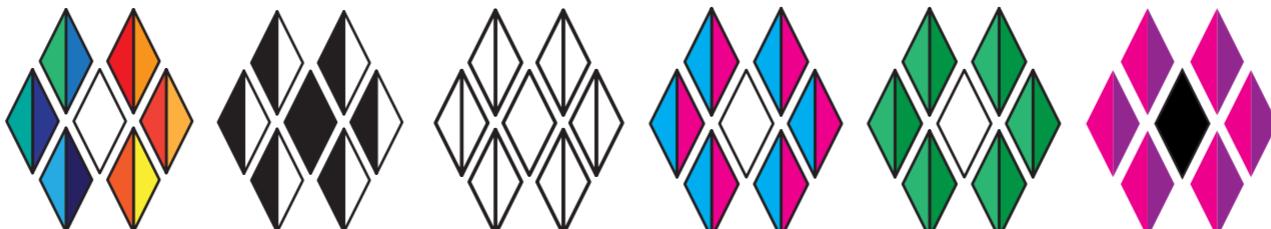
THE MASCOT

BOLT

THE DOBERMAN



UNDERDRAWING



WHY BOLT?

***INTELLIGENT, COURAGEOUS
ENERGETIC, CONFIDENT
DETERMINED, ELEGANT***

Bolt, the Doberman was selected as the face of the brand. This specific breed perfectly fits into the brand image and its red colour symbolizes Strength, Passion and Hunger. These dogs are born hunters, loyal to their pack and family. They never back down and they never stop chasing.

Also, my first dog was a Doberman, Pluto. Being a kid, Pluto taught me how to chase and never back down.



THE LAB [UPCYCLED PRODUCTS]

Do you have a lot of old clothes rotting in your closet? Are you tired of old boring graphics? Stacked up with basic tees and basic jeans and dont know what to do?

**Welcome to *THE LAB*,
Here, we take care of your old clothes
and give them a new look.**



COMPETITORS

Direct

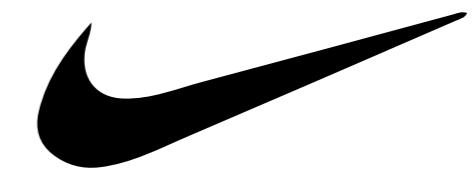


patagonia®

**10
tentree**

AFENDS

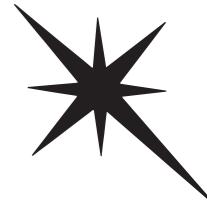
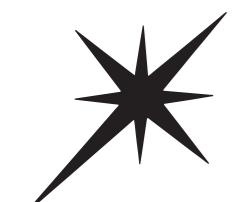
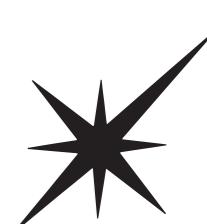
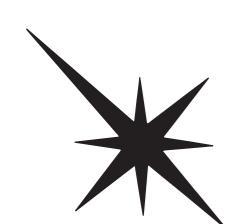
Indirect



JAYWALKING
NOT THE FINAL LOGO^*



ZARA





RS.1499

**GO
GREEN**

RS.1499

**THE
8-BIT**

