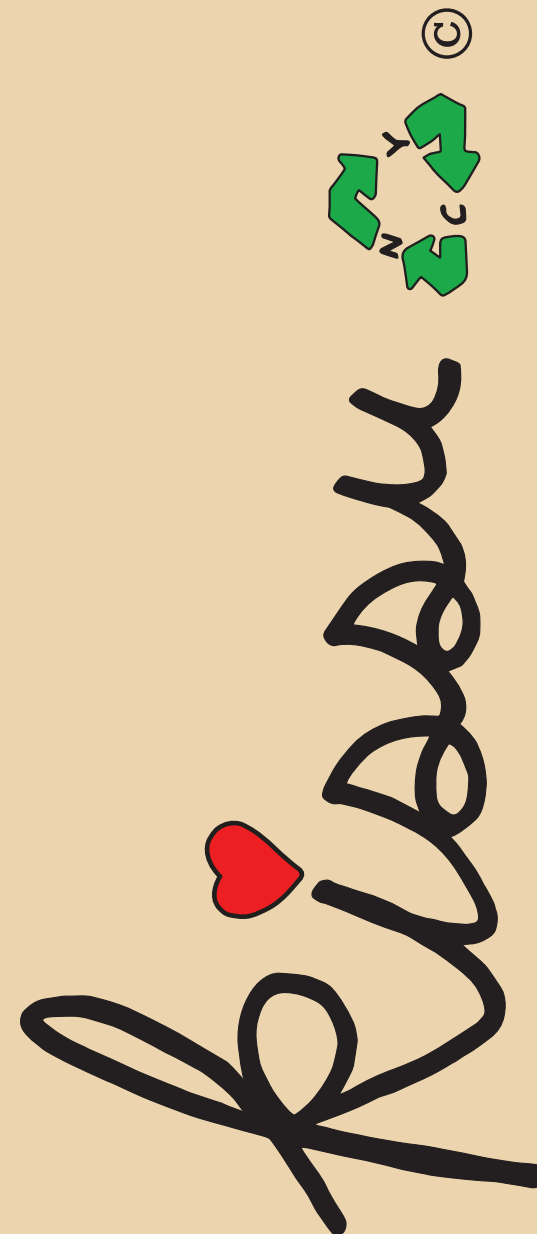
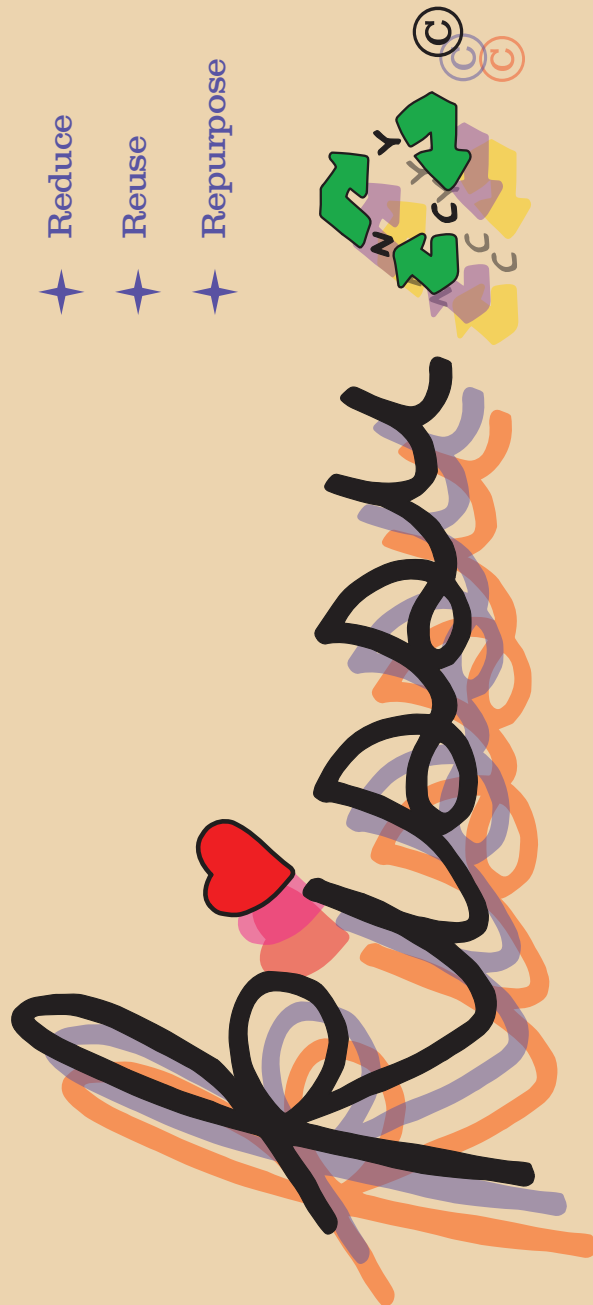


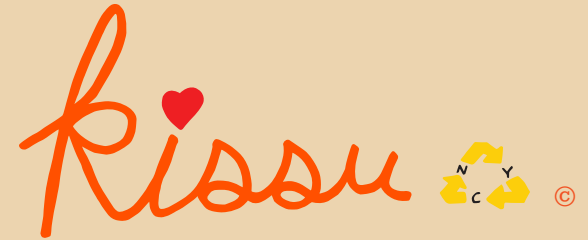
- ★ Reduce
- ★ Reuse
- ★ Repurpose





Kissu, is a New York City based clothing brand, focused around upcycling (reusing donated, thrifted, or old clothes) and creating one of a kind pieces. These clothes are customized with graphics designed by the Kissu team, which are then screen printed on top of blank clothing or existing graphics. Patchwork items are also produced, with a focus on androgenous silhouettes, which sometimes feature the previously mentioned graphics. Kissu is targeting both people who are passionate about streetwear/ fashion and environmentally sustainable ways of production. This audience is primarily located within NYC, but the brand hopes to expand internationally via

social media sites like Instagram so everyone can purchase unique pieces that are not only constructed to last, but also make consumers feel better about buying a new piece of clothing. A huge amount of clothing goes to waste because of the fashion industry, through manufactured trends and consumerist marketing strategies. Lots of this clothing is perfectly good or salvageable but is thrown away into landfills.



Instead, Kissu wants to take these old clothes that are no longer “stylish” and transform them into one of one pieces. The company in its current state is a small business but is looking to expand in the future to the size of a sort of boutique fashion house. They want to be portrayed as a company that prioritizes ethical material sourcing, as well as anti-fast fashion with a timeless design aesthetic. They’re competing with regional streetwear companies such as OnlyNY, as well as larger corporations like Supreme. They are also competing with clothing companies that are marketing themselves as environmentally conscious like Nike, Adidas and