



true*Spirit*

SCHOOL UNIFORM COMPANY

A new internet retailer for schools
and parents who want a modern
school uniform for K-12 children.

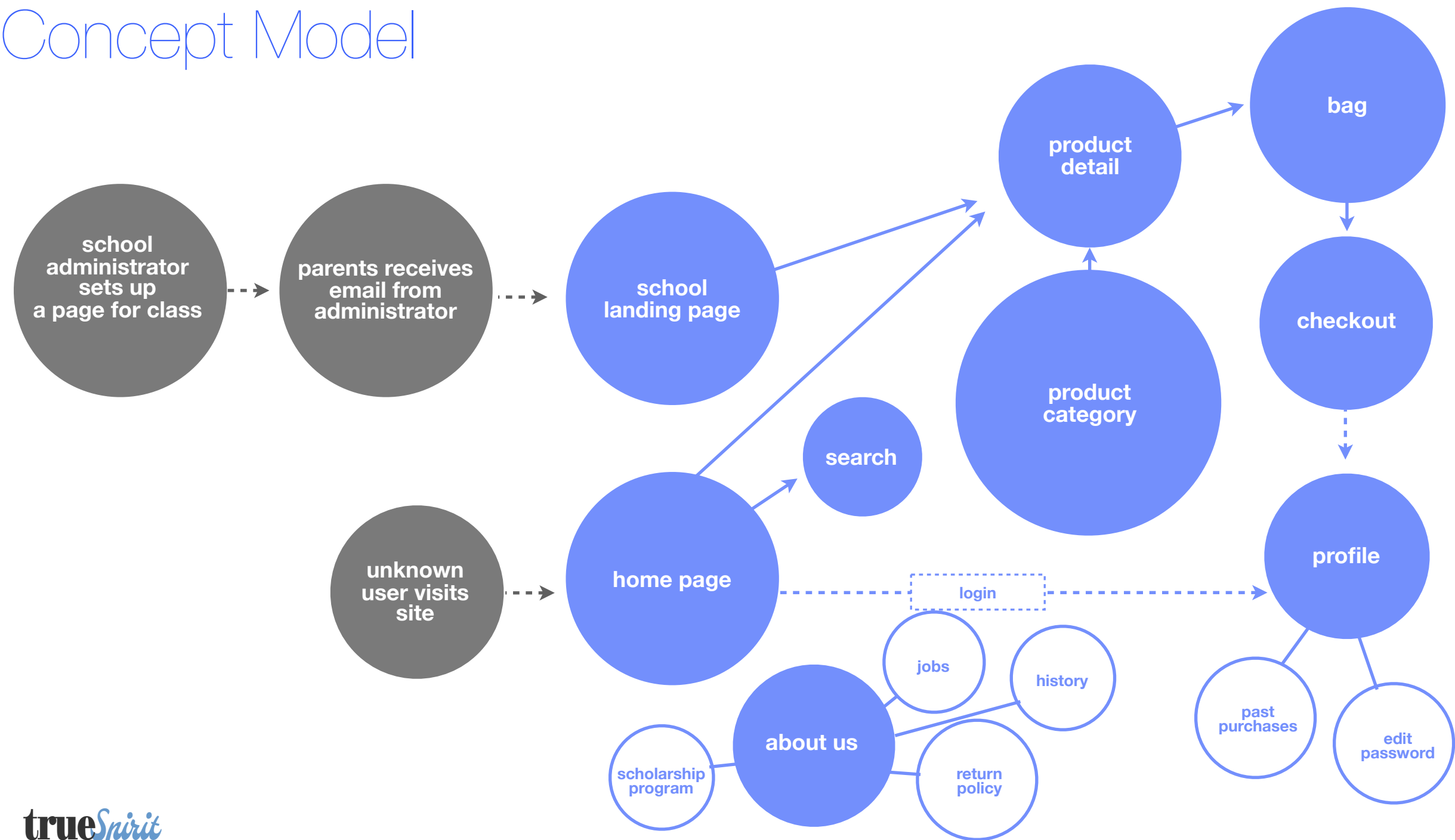
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Offers updated uniform fashion including pants for girls and zip-up hoodies, provides a “must-haves” checklist from the school’s administrator for each school year, and recommends accessories allowed by the school’s dress code. Unlike traditional suppliers such as Lands End and True Grits, True Spirit encourages visitors to express their tastes—with some limits.



Concept Model



About the brand

fresh

modern

lighthearted

open

appealing

friendly

curated

there when you need us but not in your way

true*Spirit*



Our Promise

we believe in service
easy returns

we only sell quality products
our sizes are true to size

we foster community
support education through our
scholarship program

