



Si



VOL 28

2022 - 2024

A BLACK DESIGN INTIATIVE FOCUSED
ON CELEBRATING BLACK HISTORY AND
CULTURE.



SIERRA ROBINSON

THE CONTENT OF THIS DECK IS INTENDED FOR THE RECIPIENT SPECIFIED IN THIS MESSAGE ONLY. IT IS STRICTLY FORBIDDEN TO SHARE ANY PART OF THIS MESSAGE WITH ANY THIRD PARTY, WITHOUT A WRITTEN CONSENT OF THE SENDER. IF YOU NOT THE INTENDED RECIPIENT, YOU MAY NOT DISCLOSE OR USE THE INFORMATION IN THIS DOCUMENTATION IN ANY WAY.

SUMMER 22

FOR JUSTICE, FOR GROWTH

SL

FOR JUSTICE, FOR GROWTH

SU 2022

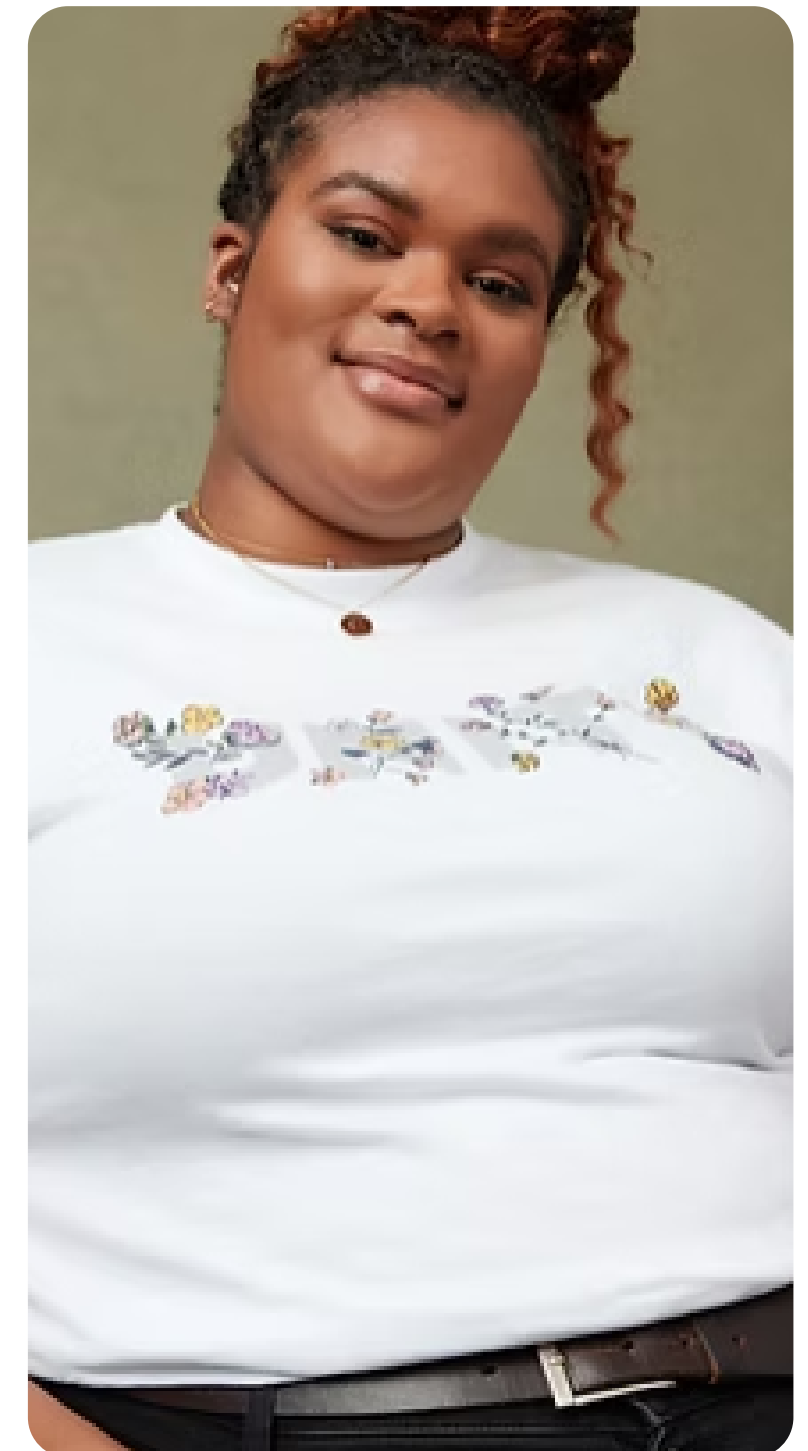
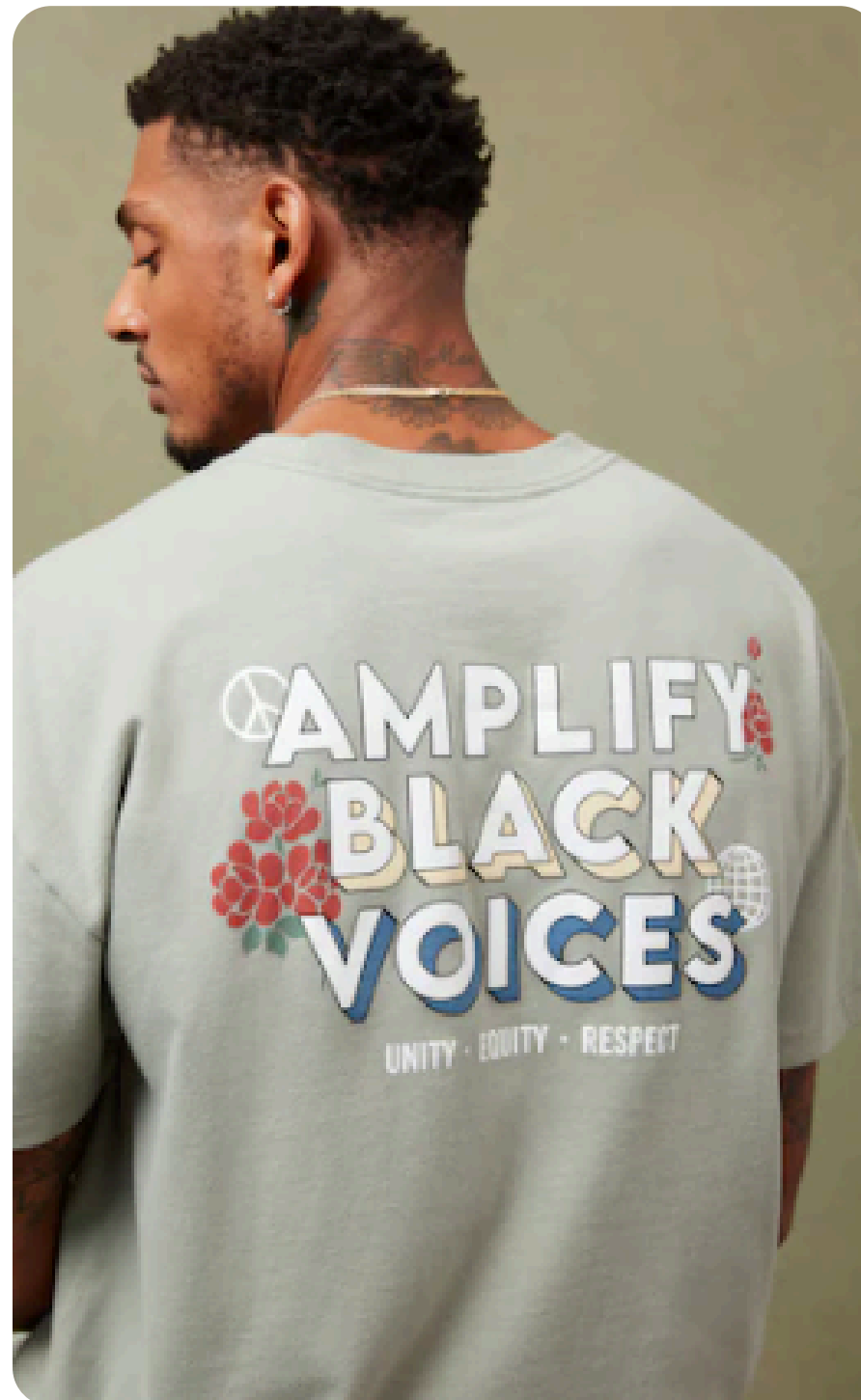
THIS CAPSULE CONSISTED OF A COLLABORATION WITH SENIOR DESIGNERS IN VARIOUS A&F CATEGORIES. TO CREATE A COHESIVE ADULT AND KIDS COLLECTION, WE PITCHED AND GATHERED RESEARCH WHILE UNDERSTANDING OUR LEARNINGS FROM PREVIOUS SEASONS.



FOR JUSTICE, FOR GROWTH

SU 2022

THE FINAL PRODUCT CONSISTED OF LICENSING AND ORIGINAL GRAPHIC DESIGNED PRODUCT TO CELEBRATE BLACK HISTORY MONTH IN FEBRUARY 2022.



SPRING 24

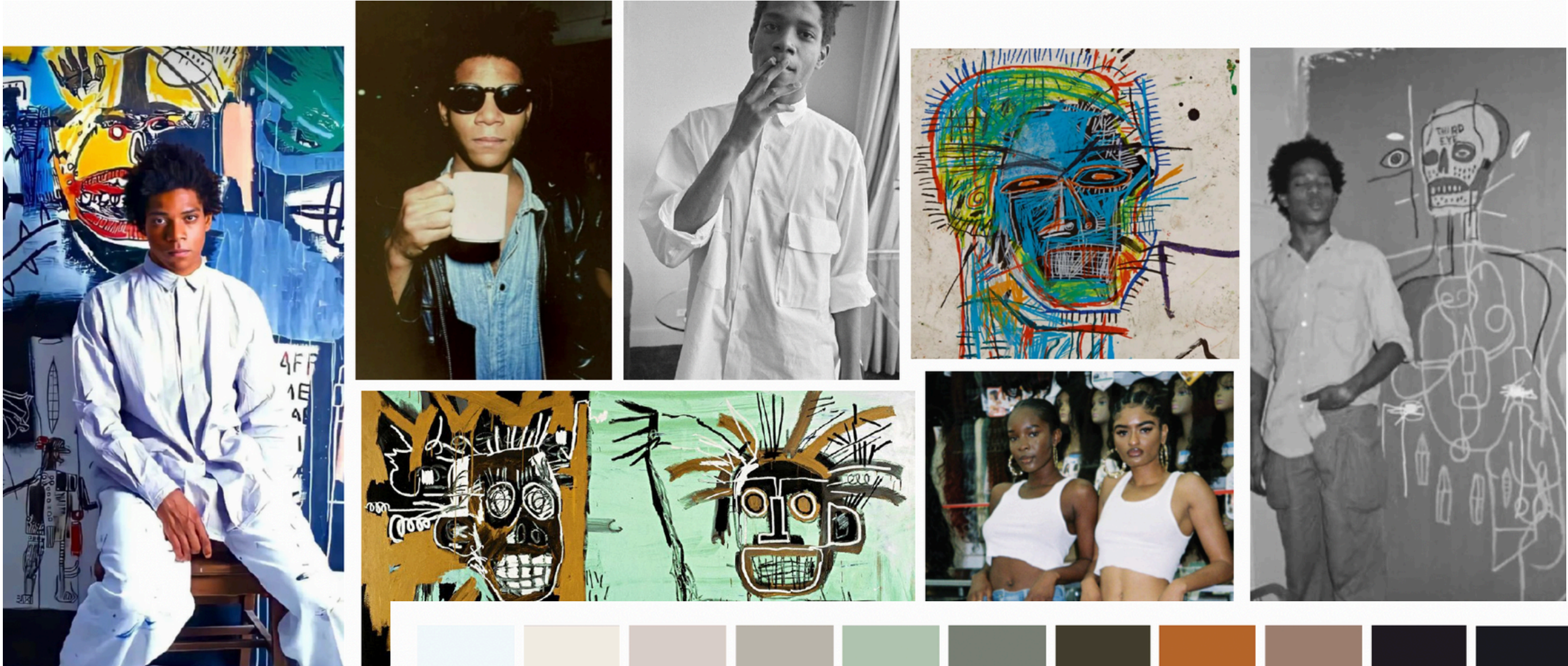
BASQUIAT

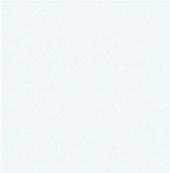
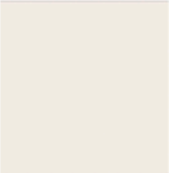









SL

DROP 1 BASQUIAT

SP 2024

TAKING INSPIRATION FROM BASQUIAT'S PERSONAL STYLE AND HIS ICONIC WORKS, THIS MIXED COLLECTION IS AIMED AT OUR BLACK CUSTOMER BASE - COMBINING HISTORIC CULTURAL CONTEXT AND FASHION TRENDS.



										
PANTONE 11-0601 TCX Bright White	PANTONE 11-0605 TCX Jet Stream	PANTONE 13-0002 TCX White Sand	PANTONE 14-4500 TCX Moonstruck	PANTONE 15-6315 TCX Smoke Green	PANTONE 17-6206 TCX Shadow	PANTONE 19-0511 TCX Grape Leaf	PANTONE 17-1342 TCX Autumnal	PANTONE 16-1211 TCX Mocha Meringue	PANTONE 19-4205 TCX Phantom	PANTONE 19-3911 TCX Black Beauty

DROP 1 BASQUIAT

SP 2024

TAKING INSPIRATION FROM BASQUIAT'S PERSONAL STYLE AND HIS ICONIC WORKS, THIS MIXED COLLECTION IS AIMED AT OUR BLACK CUSTOMER BASE - COMBINING HISTORIC CULTURAL CONTEXT AND FASHION TRENDS.



ASSORTMENT

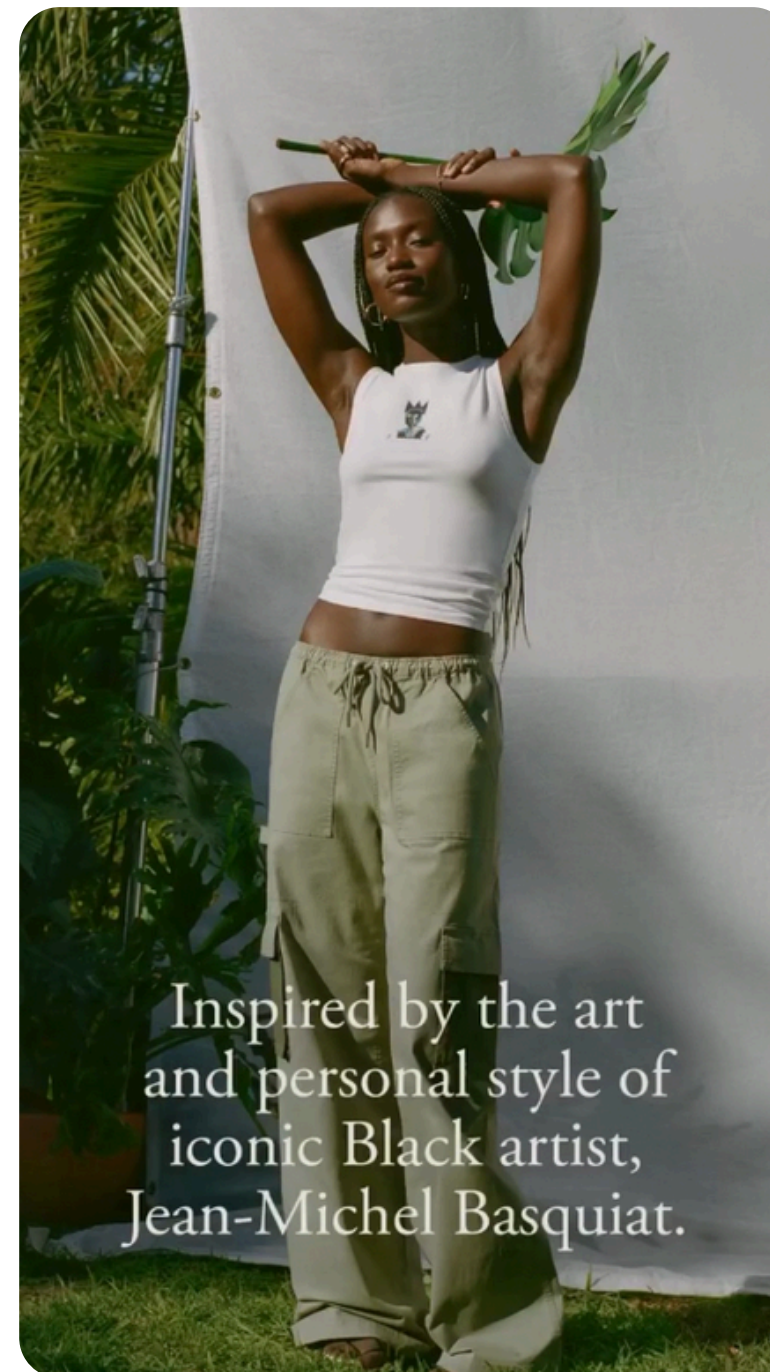
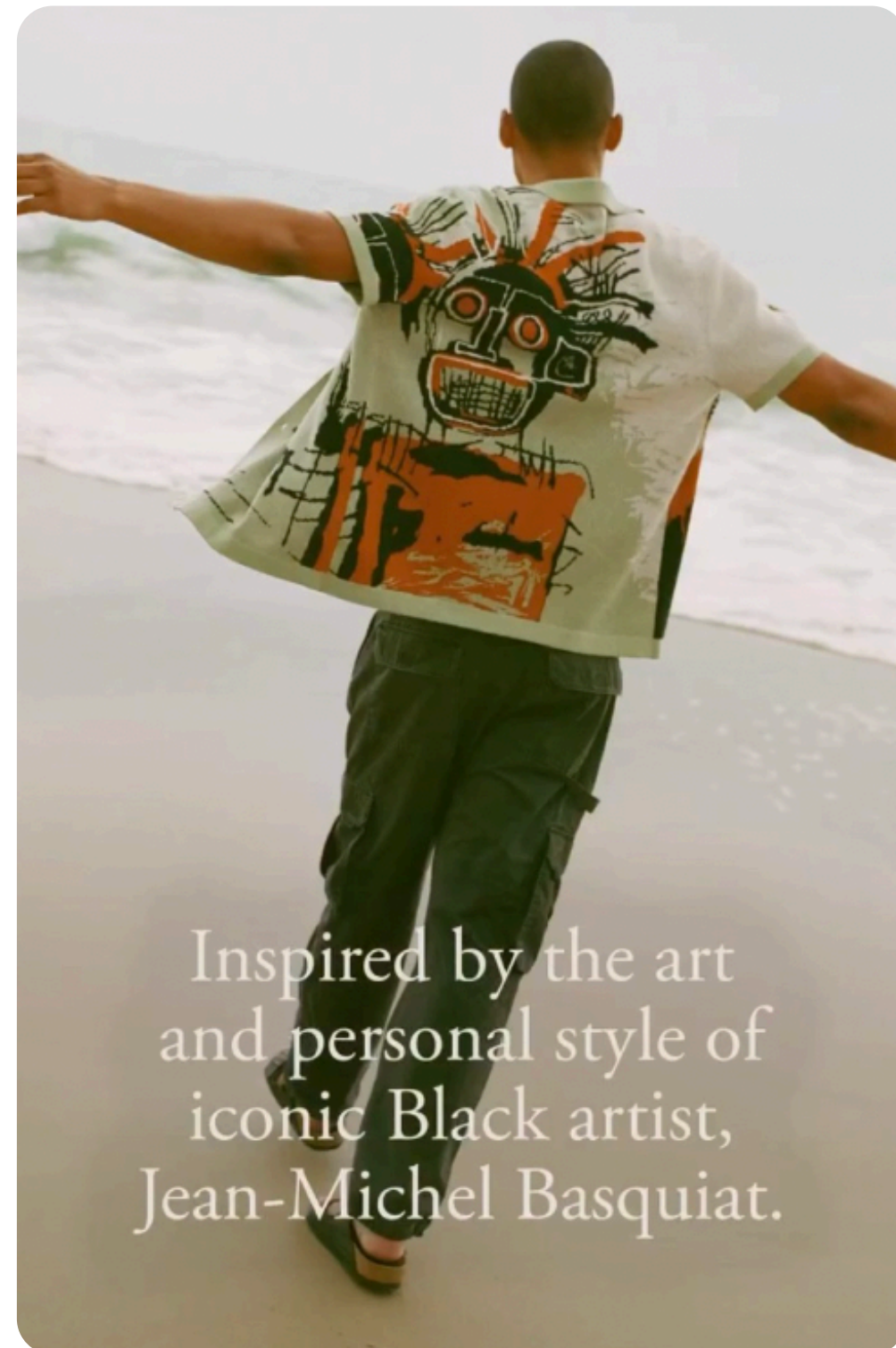
MENS

- 9GG Intarsia Cotton Crewneck Wovens
 - Double Patch Pocket Traditional Collar Shirt
 - Twill Double Patch Pocket Resort Collar
- Cut & Sew
- Cotton Jersey Crewneck w/ screenprint
 - Jersey Tee w/ Contrast Basquiat embroidery
- Bottoms
- Heavyweight Twill Multi Patch Pocket
 - Carpenter Denim w/ Med Wash



SEE BELOW FOR IMAGERY FROM OUR MARKETING CAMPAIGN CELEBRATING
THE COLLECTION.

ON PRODUCT MARKETING



SEE BELOW FOR IMAGERY FROM OUR MARKETING CAMPAIGN CELEBRATING
THE COLLECTION.

ON PRODUCT MARKETING



SUMMER 24

NEGRO LEAGUE BASEBALL

SL

DROP 2

NLB

SU 2024

INSPIRED BY THE BASEBALL TREND IN MENS FASHION, WE HONORED NEGRO LEAGUE BASEBALL TEAMS FROM THE PAST TO INCLUDE IN THIS MIXED COLLECTION.



DROP 2

NLB

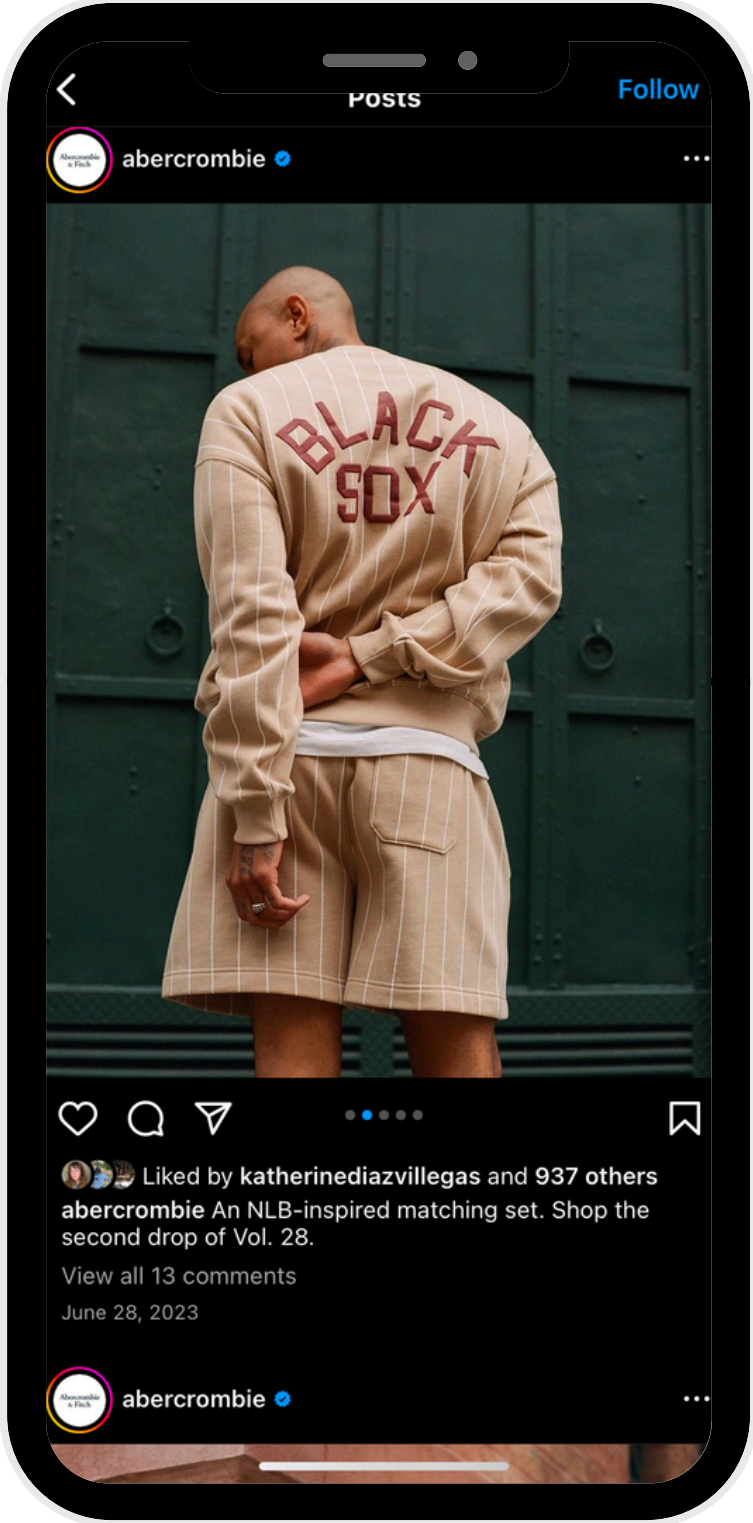
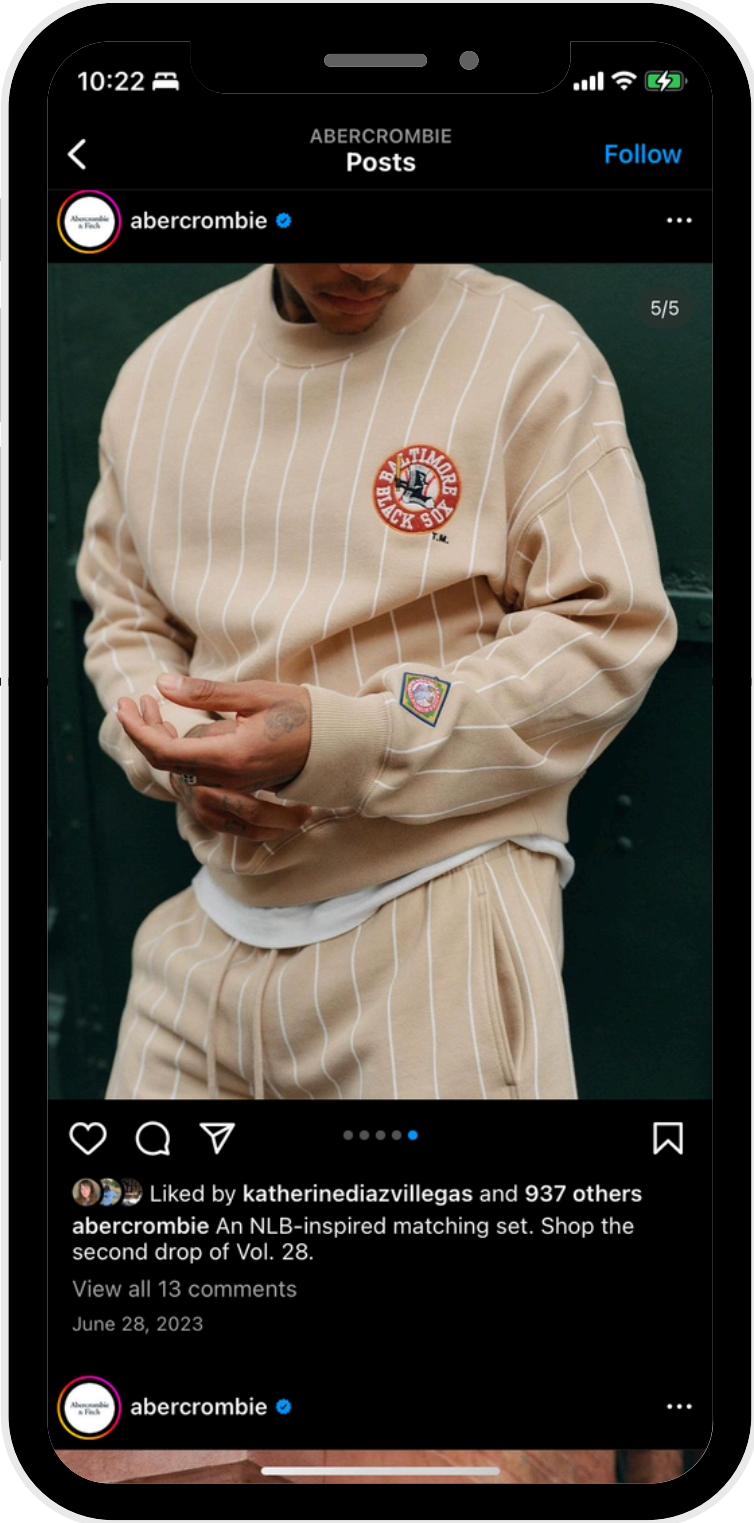
SU 2024

INSPIRED BY THE BASEBALL TREND IN MENS FASHION, WE HONORED NEGRO LEAGUE BASEBALL TEAMS FROM THE PAST TO INCLUDE IN THIS MIXED COLLECTION.



SEE BELOW FOR IMAGERY FROM OUR MARKETING CAMPAIGN CELEBRATING THE COLLECTION.

ON PRODUCT MARKETING



SEE BELOW FOR IMAGERY FROM OUR MARKETING CAMPAIGN CELEBRATING
THE COLLECTION.

ON PRODUCT MARKETING



SIR-ROBINSON.COM

Sr