



SR BRAND BOOK.

FASHION E-COMMERCE

This brand book is more than a guide ,it's our identity in motion.

It defines who we are, what we stand for, and how we express it.

Every color, word, and image reflects our vision: to inspire individuality, creativity, and connection through style.

Let this serve as a compass for consistency, authenticity, and expression in everything we create.



SUBS began with one question

Why isn't fashion easier?

From searching for affordable pieces to building a wardrobe that felt true, came a vision to change how people shop.

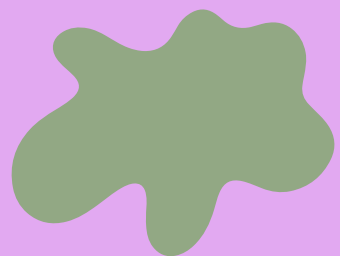
Solves was created to make fashion accessible, vast, and expressive, a space where everyone can find their style, their way.

This brand book tells that story, the heart behind the brand, the mission we stand on, and the culture we're building, where fashion is for all.

BRAND STORY.

SUBS began from a simple need to make fashion accessible, effortless, and expressive for everyone. What started as a personal search for affordable wardrobe pieces evolved into a platform designed to simplify how people shop and express themselves. Born from a genuine desire to make style a normal, inclusive part of everyday life, SUBS continues to grow as a space where individuality and creativity are celebrated.

Guided by this purpose, SUBS curates innovative, high-quality fashion pieces that challenge norms and spark self-expression. Every collection is crafted to inspire confidence and connection within a fearless community of trendsetters who redefine what fashion means not just as clothing, but as a form of identity, creativity, and freedom.





Logo & Symbolism

The SUBS logo uses a modern, futuristic typeface that feels bold yet adaptable just like subcultures themselves.

Colors:

- Purple – creativity and individuality
 - Green – growth, freshness, and rebellion against conformity
 - Yellow – energy, optimism, and the spark of new ideas
- Together, they symbolize vibrant diversity and the fearless mix of styles that define subcultural fashion.
- Typography: futuristic and confident, reflecting the brand’s forward-thinking nature.

Tagline

“Express more than style.”
A reminder that fashion is more than clothing ,it’s a language of identity, belonging, and rebellion.

BRAND IDENTITY.

SUBS short for Subcultures.
The name represents the diverse worlds that exist within fashion ,the subcultures that shape style, identity, and creativity. Each subculture has its own voice, aesthetic, and story, and SUBS celebrates them all.
It stands for individuality, uniqueness, and self-expression through fashion.



Tone & Personality

SUBS speaks with bold, expressive, and experimental energy.
Its personality is authentic, creative, and community-driven, representing the freedom to explore different styles and identities. The tone is inclusive welcoming everyone to find where they belong within fashion’s many subcultures.



BRAND VALUES.



Individuality: SUBS celebrates self-expression and the freedom to be different through diverse fashion subcultures.

Creativity: We push boundaries with bold designs and experimental styles that redefine what fashion can be.

Inclusivity: SUBS is a community where everyone belongs, regardless of background, size, or style.

Authenticity: We stay true to real stories, real people, and the raw energy of subcultural fashion.

Innovation: SUBS constantly evolves, blending futuristic design and forward-thinking ideas to shape the next wave of fashion.

PRODUCT PHILOSOPHY.

At SUBS, we don't make clothes , we curate them.

We bring together fashion pieces from different creators, brands, and subcultures, forming a space where diverse styles coexist and connect.

Every piece on SUBS is intentionally chosen not just for how it looks, but for the story, emotion, and culture it represents.

We believe fashion already exists everywhere; our role is to collect, connect, and reimagine it in a way that inspires new expressions and creativity.

SUBS is where individuality meets discovery a curated world of subcultural fashion, all in one place.

COMMUNITY & CULTURE.



SUBS is more than a fashion platform it's a lifestyle of expression and connection. We promote a mindset where style is personal, bold, and accessible to everyone.

Our community thrives on creativity and individuality, bringing together people who use fashion to tell their stories. Through shared inspiration, collaborations, and culture-driven events, SUBS empowers individuals to express more than style to express self.



STYLE DICTIONARY.

SUBS speaks its own style language, a mix of bold self-expression and community identity.

Alien Volume – Our signature aesthetic of standing out and embracing uniqueness.

Street Couture – Everyday wear with a high-fashion edge.

Wardrobe Plug – Your one-stop access to style and variety.

Express More Than Style – The mantra that defines what SUBS stands for.

The SUBS Edit – Curated drops inspired by the community's creative pulse.

Brand Vocabulary:

“I look SUBS” – Compliment meaning you look good, different, or on-point.

“SWEIRDO” – Derived from subculture; describes the SUBS lifestyle, community, or vibe. (e.g., That outfit is so SWEIRDO.)



VISION.



The future of SUBS is about expansion ,not just in fashion, but in culture. We aim to grow into a global community where creativity and individuality thrive.

As we evolve, we'll continue to push boundaries through curated drops, collaborations, and culture-driven experiences that bring people together.

Our goal is to make SUBS more than a platform ,a movement that reshapes how people discover, wear, and express fashion. While we grow, our core remains the same: making style accessible, expressive, and unapologetically personal.



CONCLUSION.



SUBS is more than a fashion platform it's a culture of expression, creativity, and connection. From our Alien Volume aesthetic to our growing community of SWEIRDOs, every part of SUBS reflects a belief that style is personal, powerful, and meant to be shared.

We exist to make fashion accessible, inspire individuality, and build a space where everyone can express more than style ,express self.

The journey of SUBS is just beginning, and the future is about growth, collaboration, and staying true to what started it all ,community, creativity, and confidence.

+2349054690251

Admin@Subsreligion.com

www.Subsreligion.com