

NYC Born. Global Worn.

Building the Next Generation of Premium Essentials.



01. Who is REALLY COOL®?

REALLY COOL® is a NYC-born contemporary apparel brand redefining everyday essentials through advanced material development, structural design, and disciplined craftsmanship.

We create fewer products with greater purpose, designed to become long-term wardrobe foundations beyond seasonal cycles.

Brand Foundation:
Beyond Streetwear. Beyond Basics.

REALLY COOL® exists at the intersection of:

- 1.Culture - Authentic NYC independent street culture.
- 2.Engineering - Material innovation and structural product development.
- 3.Permanence - Premium essentials designed for lasting relevance.

Brand Philosophy:

- Originality Creates Culture.
- Physics Creates Proof.
- Trust Creates Permanence.

02. Product Architecture

A Structured System Built for Premium Retail.

REALLY COOL® operates through a clear product architecture designed to support global assortment planning.

Four Product Series. Three Collection Expressions. One Commitment to Craftsmanship.

Our system enables retailers to build balanced assortments across:

- Core foundation products
- Signature brand expressions
- Premium collection depth
- Long-term replenishment opportunities

Every product is developed through the same commitment to material integrity, construction precision, and lasting performance.

03. Retail Value Proposition

Designed for Long-Term Commercial Performance.

REALLY COOL® supports premium retail partners through:

- Seasonless Product Systems - Permanent foundations designed beyond short seasonal cycles.
- Distinct Product Identity - Recognizable silhouettes and material-driven differentiation.
- Selective Distribution - Controlled growth focused on meaningful partnerships.
- Retail Continuity - Products designed to support repeat engagement and long-term customer value.

04. Global Partnership Vision

Building the Future of Premium Essentials Together.

REALLY COOL® is expanding through selected retail partners who share our commitment to:

- Product integrity
- Premium positioning
- Thoughtful merchandising
- Sustainable brand development

We believe strong brands are built through strong partnerships.

For customers who value what they wear.
For retailers who believe in what they curate.

Partnership Materials Available:

- 1.Global Retail Partnership Overview
- 2.Global Product Architecture & MSRP Guide
- 3.Global Catalog Lookbook



REALLY COOL® COLLECTION GUIDE

Three Premium Collections. Three Design Expressions. One Brand Philosophy.

SIGNAL™ - Contrast as Identity.

The most recognizable expression of REALLY COOL®.

Defined by maximum contrast, it represents the permanent visual identity of the brand. Designed to remain relevant beyond seasonal cycles. Designed for who value clarity, confidence, and timeless design.

- **Recommended for** customers seeking an instantly recognizable wardrobe built upon enduring design rather than changing trends.

- **Customer Experience:**

- I. At First Sight

- Bold contrast creates immediate recognition and unmistakable identity.

- II. In Everyday Wear

- Architectural silhouettes deliver confident structure while remaining effortless to style.

- III. Over Time

- A permanent collection designed to remain visually relevant year after year.



Choose the expression that reflects you.

Wear it for years.

VOID™ - Luxury Through Restraint.

Explore the beauty of understatement.

The collection expresses identity through proportion, texture, tonal embroidery, and material quality. Every detail is intentionally restrained, allowing craftsmanship to become the focal point.

Designed for those who understand that confidence does not require attention.

- **Recommended for** customers who appreciate understated luxury, refined essentials, and timeless versatility.

- **Customer Experience:**

- I. At First Sight

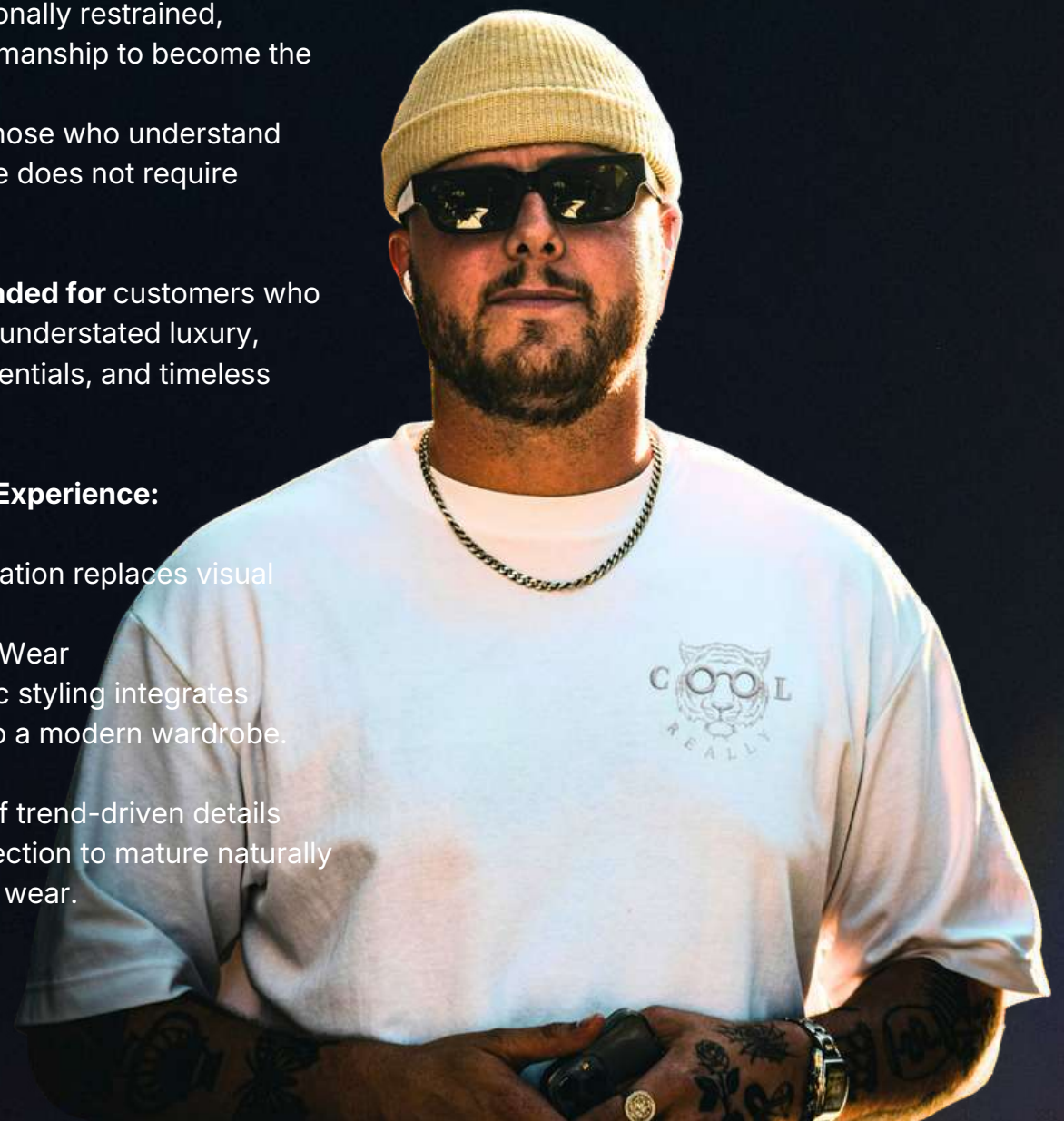
- Quiet sophistication replaces visual noise.

- II. In Everyday Wear

- Monochromatic styling integrates effortlessly into a modern wardrobe.

- III. Over Time

- The absence of trend-driven details allows the collection to mature naturally with long-term wear.



STRATA™ - Architecture Drawn From Nature.

Explore the dialogue between architectural structure, natural materials, and contemporary design.

Inspired by weathered concrete, geological layers, mineral textures, and earth-derived color palettes. Warmth, material depth, and architectural precision exist in balance.

- **Recommended for** customers seeking thoughtful color, material richness, and contemporary designer expression.

- **Customer Experience:**

- I. At First Sight

- Natural color palettes create a distinctive yet sophisticated presence.

- II. In Everyday Wear

- Material-driven styling adds warmth while remaining versatile across seasons.

- III. Over Time

- A curated expression that continues to feel contemporary through timeless design rather than temporary fashion.





MX Signature is the flagship series of the REALLY COOL® product architecture.

Developed from our signature 420 GSM high-density single jersey, it transforms the everyday T-shirt into a product defined by architectural structure, refined craftsmanship, and long-term ownership.

Created to prove that true luxury is built through discipline, precision, and products designed to endure.

Three Reasons You'll Notice the Difference

Architectural structure through precision engineering rather than unnecessary bulk.

- You'll Notice:**
- 1.Strong architectural drape
 - 2.Premium weight with balanced comfort
 - 3.Natural breathability
 - 4.Long-term shape retention

Finished with our proprietary Triple-Carbon-Peach process, MX Signature delivers exceptional softness while preserving structural clarity.

- You'll Notice:**
- 1.Refined designer hand feel
 - 2.Rich surface depth
 - 3.Premium everyday comfort
 - 4.A tactile experience that becomes more rewarding over time

Designed to maintain its original character through disciplined construction and long-term durability.

- You'll Notice:**
- 1.Stable neckline
 - 2.Reinforced shoulder structure
 - 3.Consistent proportions
 - 4.Confidence through repeated wear

Recommended for customers seeking the highest expression of REALLY COOL® craftsmanship and structural refinement.



MX Signature Series

Tactile Paradox™

Where culture meets craftsmanship, structure meets comfort, essentials become icons.

Why It Exists?

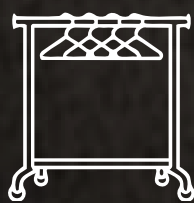
Most heavyweight garments are designed around weight. **MX Signature is designed around structure and feel.**

Every decision, from material development to construction and finishing, is made to create an essential that performs consistently, ages beautifully, and retains its identity over years of wear.

Because exceptional products are not made by adding more. They are made by refining what matters most.

- Physical Performance:**
- 1.Tested through 50 industrial wash cycles (ISO 6330)
 - 2.Shrinkage - Length: -0.9%, Width: -1.1%
 - 3.Bursting Strength - 1,143 kPa(Luxury benchmark: 827 kPa)
 - 4.Pilling Resistance - Grade 4-5

(Verified by SGS & CTTC)



On Rack

Architectural proportions, substantial fabric, and disciplined finishing communicate premium quality at first glance.



On Body

Balanced structure delivers confident proportions while remaining naturally comfortable throughout everyday movement.



In Wardrobe

Designed to become the garment customers wear most, and replace the least.



BX Armor is the structural series of the REALLY COOL® product architecture.

Developed upon the same engineering platform as MX Signature, it transforms the everyday streetwear T-shirt into a product defined by architectural presence, disciplined construction, and long-term ownership.

Created to prove that true confidence is built through structure, precision, and products designed to endure.

Three Reasons You'll Notice the Difference

Bold architectural proportions that create a confident silhouette without relying on excessive graphics or unnecessary details.

You'll Notice:

- 1.Strong architectural presence
- 2.Clean structural proportions
- 3.Confident everyday silhouette
- 4.Timeless visual clarity

Crafted to balance structure with natural movement, BX Armor delivers lasting comfort while maintaining the disciplined form.

You'll Notice:

- 1.Balanced freedom of movement
- 2.Stable garment structure
- 3.Comfortable everyday wear
- 4.Effortless confidence throughout the day

Created to preserve its original character through disciplined construction and long-term durability.

You'll Notice:

- 1.Long-term silhouette retention
- 2.Stable neckline and shoulders
- 3.Consistent garment proportions
- 4.Confidence through repeated wear

Recommended for customers seeking the boldest streetwear expression of REALLY COOL® craftsmanship and architectural design.

BX Armor Series

Brutalist Structure™

Where architecture becomes confidence, structure becomes presence, streetwear essentials become urban armor.

Why It Exists?

Most streetwear garments create presence through graphics. **BX Armor creates presence through proportion.**

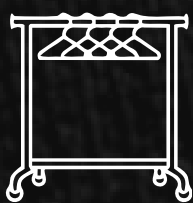
Every decision, from silhouette development to structural construction and finishing, is made to create an essential that projects confidence, maintains its form, and preserves its identity through years of everyday wear.

Because true presence is never created through decoration. It is created through structure.



- Physical Performance:**
- 1. Tested through 50 industrial wash cycles (ISO 6330)
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(Verified by SGS & CTTC)



On Rack

Commanding proportions, disciplined construction, and architectural clarity communicate confidence from the very first impression.



On Body

Balanced streetwear structure creates a strong silhouette while remaining comfortable enough for everyday movement.



In Wardrobe

Designed to become the garment customers choose whenever confidence, structure, and timeless design matter most.



WX Core is the everyday foundation of the REALLY COOL® product architecture.

Developed from the same structural engineering philosophy that defines every REALLY COOL® garment, it delivers premium comfort, streetwear architectural clarity, and long-term reliability in its most versatile expression.

Created to prove that the garments worn most often deserve the highest level of discipline, precision, and craftsmanship.

Three Reasons You'll Notice the Difference

Designed with balanced proportions that create everyday structure without sacrificing versatility.

- You'll Notice:**
- 1. Clean architectural silhouette
 - 2. Effortless everyday versatility
 - 3. Natural comfort throughout daily wear
 - 4. Long-term shape retention

Developed with premium materials and disciplined construction to deliver comfort while preserving structural clarity.

- You'll Notice:**
- 1. Refined hand feel
 - 2. Soft everyday comfort
 - 3. Balanced structure and movement
 - 4. Consistent performance over time

Engineered to remain reliable through repeated wear, maintaining its identity long after the first purchase.

- You'll Notice:**
- 1. Stable neckline
 - 2. Consistent garment proportions
 - 3. Everyday durability
 - 4. Confidence through long-term ownership

Recommended for customers seeking a refined everyday essential that balances premium comfort, structural clarity, and effortless versatility.

WX Core Series

Architectural Foundation™

Where everyday streetwear essentials become enduring foundations, and simplicity meets permanence.

Why It Exists?

Most everyday T-shirts are designed for convenience. **WX Core is designed for consistency, comfort, and long-term wearability.**

Every decision, from material selection to construction and finishing, is made to create an essential that integrates effortlessly into everyday life while maintaining its structure, comfort, and appearance through years of ownership.

Because the garments people wear most deserve the greatest attention.



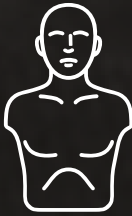
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(Verified by SGS & CTTC)



On Rack

Clean proportions, premium materials, and understated construction communicate lasting quality through simplicity.



On Body

Balanced streetwearstructure delivers natural comfort while maintaining a confident silhouette throughout everyday wear.



In Wardrobe

Designed to become the garment customers reach for every day, and continue wearing year after year.



EX Essential is the entry series of the REALLY COOL® product architecture

Developed from the same structural design philosophy that defines every REALLY COOL® garment, it introduces premium streetwear everyday quality, disciplined construction, and long-term value in its most accessible expression.

Created to prove that the first REALLY COOL® garment should never feel temporary. It should feel like the start of everything that follows.

Three Reasons You'll Notice the Difference

Designed with clean contemporary lines and balanced proportions that create simplicity without feeling ordinary.

You'll Notice:

- 1. Clean contemporary silhouette
- 2. Balanced everyday proportions
- 3. Effortless visual simplicity
- 4. Easy styling across occasions

Developed with premium materials and disciplined construction to deliver comfort while preserving the clarity of the garment.

You'll Notice:

- 1. Soft refined hand feel
- 2. Comfortable everyday wear
- 3. Natural freedom of movement
- 4. Consistent quality over time

Created to remain reliable through repeated wear, making the first REALLY COOL® garment feel like the beginning of something lasting.

You'll Notice:

- 1. Stable neckline
- 2. Consistent garment shape
- 3. Everyday durability
- 4. Confidence through long-term ownership

Recommended for customers discovering REALLY COOL® for the first time and seeking a premium everyday essential that feels approachable, refined, and built to last.

EX Essential Series

Engineering Experiment™

Where accessibility meets streetwear intention, simplicity meets discipline, essentials begin the journey.

Why It Exists?

Most entry-level streetwear essentials are designed to be basic. **EX Essential is designed to be approachable, refined, and built with purpose.**

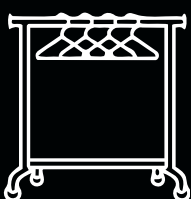
Every decision, from material selection to construction and finishing, is made to create an essential that introduces the REALLY COOL® philosophy through clean design, dependable comfort, and long-term wearability.

Because an introduction should still feel considered.



- Physical Performance:**
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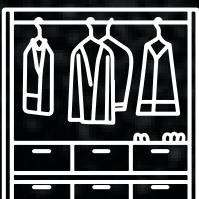
On Rack

Clean proportions, contemporary simplicity, and premium finishing communicate quality through restraint and clarity.



On Body

Comfortable, balanced, and easy to wear, EX Essential delivers a natural silhouette that fits seamlessly into everyday life.



In Wardrobe

Designed to become the garment customers return to often, and the beginning of a long-term relationship with your wardrobe.