

## **Dreamerz Worldwide (REBRAND)**

**Startup clothing brand trying to get some direction. My brand will sell t-shirts and hoodies as a start and eventually evolve to a streetwear or lifestyle brand. The Brand is space/ Dream oriented think of clouds, space, dream, euphoric, planet earth vibes . I'm trying to create a simple and memorable logo. Brand colors blue and orange. willing to see other options. I'VE attached a google docs with further information about the BRAND.**

**TAGLINE/Slogan:" Dreams don't work unless you do" Dream BIG Take Risks" "Future is Bright" "Thank you for not believing in me" dream, risk, evolve, aspire, motivate**

**Dreamerz Worldwide Co.**

**Hustle Niche**

**Brand archetype: Mastery Hero**

**Brand Guidelines: Orange, Blue colors font: simplistic, Memorable, Unique**

**Demographics: age: 18-25 , race: african american people of color , gender male & female , income middle class, lower income , occupation: blue collar, entry level white collar , marital status: single religion: christian education: highschool diploma/college degree location: North america.**

**Psychographics: sports: football, basketball, baseball**

**interests: sports, gym, music, sneakers**

**music:hip hop**

**movies: coming to america/Friday**

### **Brand Drivers:**

Perseverance

Compassion

Resilience

Dedication

### **What do you want customers to feel ?**

Emotion

**Esthetic**

Status

**Utility value**

### **What does the brand stand for?**

Dreamerz Worldwide. Is about achieving a goal through perseverance and determination whether you're an entrepreneur, school, teacher or CEO. We all have dreams and goals that we want to achieve and that dream is possible.

How we'll show them

- **Content**
- **Photography**
- **Giveaways**
- **Quality products**

## **BRAND GOAL**

The ultimate goal is to inspire young kids of color that look like me to chase a dream or take a risk. I want young men that look like myself to know and understand that they are great at many things, just a question of what that is.

**Brand Values:** integrity, respect, responsibility

My target audience: **College students, College graduates, Students of color, HBCU Students, Young adults age 18-24**

**Mission Statement:** my mission is to inspire young kids of color to chase a dream and to motivate them to pursue a purpose and look fashionable while doing it.

**Vision Statement:** my vision is to create quality products representing my brand and sharing the brand image with customers around the world. My ultimate goal is to create a community around the brand that has a meaningful purpose.

**How the brand started:** This brand started from a 65\$ concept design. I was so excited about the design I collaborated with a graphic designer and gave my creativity on website design. From there I created samples and took some product and professional shoots of these products and created a marketing strategy to promote them. This brand was created and stated in my senior year of college.

**Brand Story:** **DREAMERZ** started a concept in my childhood of making it out of poverty and creating opportunities through work ethic and vision which came from the space theme. I would plan with patience how I would take the next steps toward my future. Battling the pitfalls of my surroundings while also tryna stay in line mentally. Many losses in this process. The concept was to live a life of abundance that has been earned through hard work ethic.

**About Me: I'm a senior at Florida memorial university studying Business administration. I plan on taking my skills to Enterprise, my current employer to further my position in the management trainee program. My ultimate goal would be to work for an automotive company like ford, GM or even Volkswagen doing supply chain management or performance . I plan to run my business on the side and build to a point where I can move on and challenge myself in other fields.**

**Bio: born and raised in California in a one parent household 3 siblings. went to middle school at Claremont Ca. eventually graduating from San Lorenzo High School in 2017. Growing up, my dad taught me how to make shirts in his mother's home. We would screen print/heat press 100s of shirts and make designs for schools in the local area. He taught me the process starting from design to finishing the garment. We would deliver these items and spend hours creating products for customers like football coaches, principles and faculty from other schools. This taught me how to manufacture clothing and the behind the scenes of running a clothing brand. He was my coach when I played little league baseball and he was also a dean at high school. That was the first time I felt that I could make money from something that I was passionate about which led me to Florida to study Business in 2017. Since then I've relocated to Florida to focus on becoming a manager**

**WEBSITE & SOCIAL MEDIA**

**<https://dreamerz.store/>**

**IG: dreamerz.worldwide**

**Twitter: Dreamerz\_est99**

**Facebook: Dreamerz\_est99**

**Tiktok: Dreamerz.Worldwide**

**Pinterest: Dreamerz.Worldwide**