

Stack or Starve

Luxury Streetwear Brand & Fashion Education

\$2.5M

Project Value

150+

Page Workbook

4

Business Plans

35+

Worksheets

BRAND PHILOSOPHY

Luxury streetwear brand built on authenticity and hustle culture. Core philosophy: "All In, Always. Never Fold. Stand on Business." Combines fashion design education with practical business strategy for aspiring streetwear entrepreneurs.

DESIGN WORKBOOK (150+ Pages)

- Streetwear culture foundations and design principles
- Production process from concept to finished garment
- Core garment design: hoodies, joggers, tees, outerwear
- Luxury materials, construction techniques, and sourcing
- Technical drawing and illustration guides
- Collection building and pricing strategy

BUSINESS PLAN SUITE

Four complete business plan versions tailored for different audiences and use cases — investor pitch, bank loan, operational guide, and storytelling version for brand building.

DELIVERABLES

- 35+ guided worksheets with fill-in-the-blank exercises
- 16 professional visual worksheets
- Amazon KDP book covers for publication
- Complete visual identity system

Full workbook and business plans available upon request.