

The Philosophy

Far Eastern culture meets
Western Fashion with
an influence of Music.

The Mission

To be an honest and evolving source of information providing a destination and community to stimulate and nurture. Reminding anyone who interacts with us, including our target audience of “culture gatherers”, that their actions define their generation and our world. Looking the part is part of the solution, it is also where we can help the most. But playing the part is just as important and we can work on that together.

Thesis

The realization of an
entire brand through
the design process
will help formulate and
then bolster its philosophy
and mission statement.