

YOUR  
A

GUIDE  
SUCCESSFUL

TO  
STREETWEAR

CREATING  
BRAND

*Build your*  
**own Brand** ®

ascolour.  
quality basics

# Determination & Success

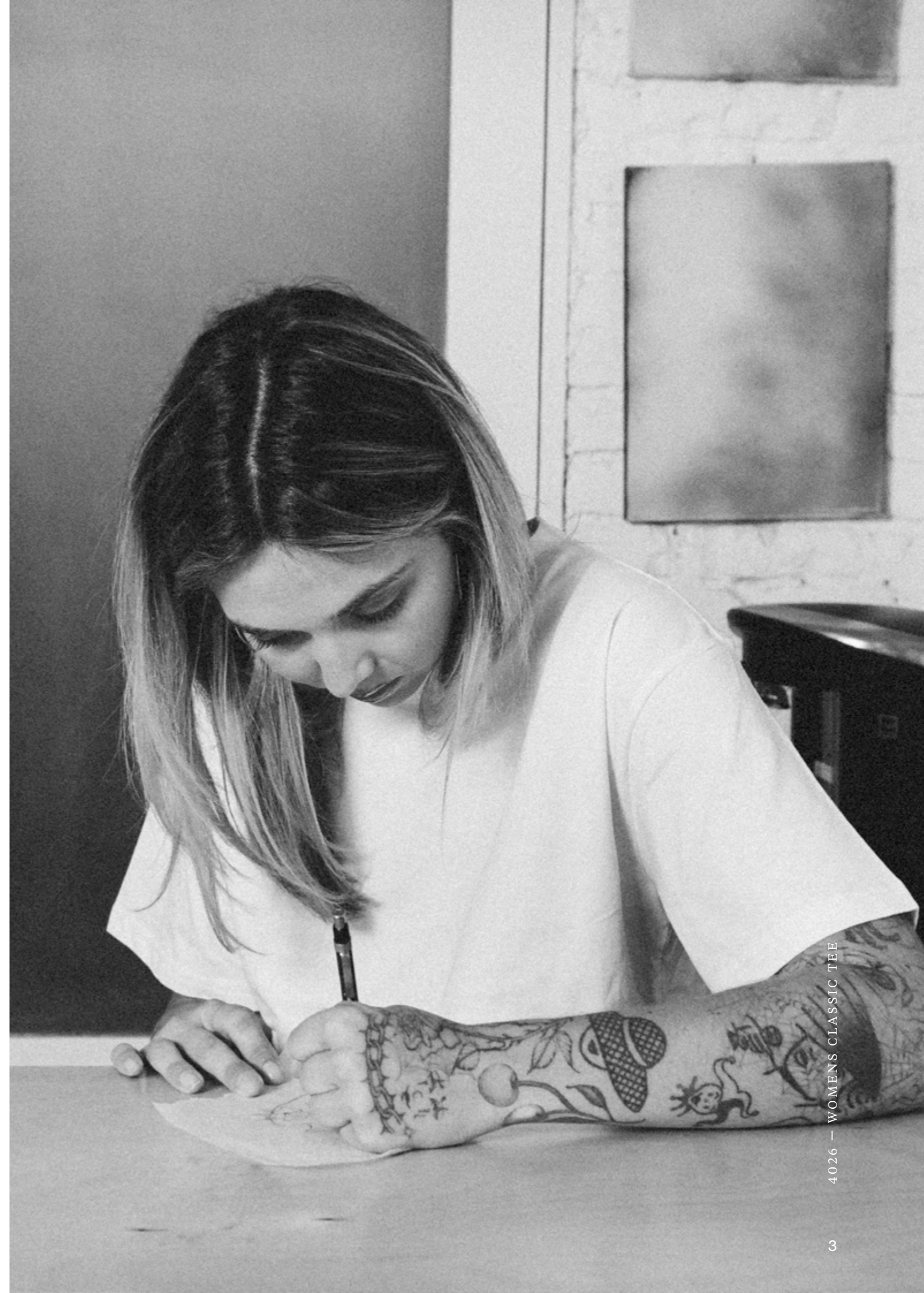
Streetwear originated from the streets and subcultures of cities, particularly in the United States in the 1980s. It emerged as a response to the influence of hip-hop music and the skateboarding culture that were gaining popularity at the time. Streetwear was initially a way for individuals to express their personal style and represent their affiliation with these subcultures.

Over the years, streetwear has evolved and expanded its influence globally. It has become a dominant force in the fashion industry, with collaborations between streetwear brands and high-end fashion houses and the establishment of dedicated streetwear boutiques and influential streetwear media outlets.

Fast forward to today and the advent of technology, it's now more attainable than ever to start your very own brand. Quality blank wholesalers, print on demand and platforms like Shopify and Instagram allow you to showcase your ideas to the world.

While the dream of being a brand owner and being your own boss is seemingly closer than ever, creating a streetwear brand requires creativity, dedication, and a strong understanding of your target audience. In this guide, we'll provide some essential steps to help you lay a solid foundation for your brand's success.

With the streetwear landscape continuously evolves, with new brands arriving on the scene and existing ones pushing boundaries. Stay true to your vision, adapt to market trends, and connect with your customers on a deeper level. And remember, we're here to help you begin your journey to become the next big brand.









# Creating an empire

Start here

↳ **You're here.** Check out the following pages of this guide to learn more about the streetwear industry's best-kept secrets.



Keep going. The hustle doesn't stop here.

## 1. DEFINE YOUR BRAND PURPOSE

Determine the unique elements that will set your brand apart. Consider your audience, the style and aesthetic you want to convey, and the values and messages you want your brand to represent.

## 3. DEVELOP A NAME & LOGO

Choose a memorable name and logo that reflects your brand's personality. Consult with graphic designers or branding specialists if needed. Ensure the brand name you've chosen isn't being used by anyone else, and begin the trademarking process.

## 2. CREATE A BUSINESS PLAN

Develop a comprehensive business plan that outlines your brand's vision, mission, target market, product range, marketing strategies and financial projections. This plan will serve as the road map for your brand's growth and will be crucial to keeping you on track.



## 4. CHOOSE THE RIGHT PRODUCTS

The most essential step in starting a Streetwear brand is selecting and offering the right products to your audience. Your products must meet the highest standards of quality and craftsmanship. By working with reliable suppliers or manufacturers who can consistently deliver the desired level of quality, you will be able to build strong trust and loyalty from your customers.

## 5. BUILD AN ONLINE PRESENCE

Create a website and social media accounts to showcase your brand and products. Use visually appealing photography and engage with your target audience through captivating content. Develop a content strategy to build brand awareness and generate interest.

## 7. CONTINUOUSLY EVOLVE AND INNOVATE

Stay on top of streetwear trends and adapt your brand accordingly. Launch new collections regularly, collaborate with artists or designers, and explore unique marketing opportunities. Continual innovation and creativity will help your brand stay relevant in the ever-evolving streetwear industry.

## 6. SET UP ECOMMERCE CAPABILITIES

Integrate an online store into your website or utilize third-party platforms to sell your streetwear products. Provide a user-friendly, secure platform and offer various payment options.

## 8. DON'T GO BROKE

Managing cash flow, budgets and setting sales goals can feel overwhelming. This guide gives you knowledge about product creation and more innovative ways to start small (i.e. Inventory level, product development & branding choices) to ensure your cash position is as robust as possible in the early days. While your spending on product creation to selling will be a significant budget item, you will also need to plan on other vital expenditures such as marketing, packaging, shipping, logistics, subscriptions, staffing, legal, design & branding.



**Designing a streetwear collection from scratch can be daunting, time-consuming and costly, especially if you want to customize every piece in your collection.**

## Pssst. Try blanks

One of the industry's best-kept secrets is that many streetwear brands employ a little-known strategy: utilizing blanks. So, what does this mean for you?

As a startup, it's understandable to be looking to keep costs in check. Quality product is one area that will seem to be more expensive initially. However, inferior raw materials often lead to increased returns, refunds, and a detrimental effect on brand perception. Consequently, this can result in lost sales and revenue down the line. Reputation is key and can take you a long way in the fashion industry.

Fortunately, quality blanks provide a middle ground where the margin is still healthy and quality has been thoroughly vetted.

### **USING PREMIUM BLANKS FOR YOUR BRAND OFFERS SEVERAL ADVANTAGES**

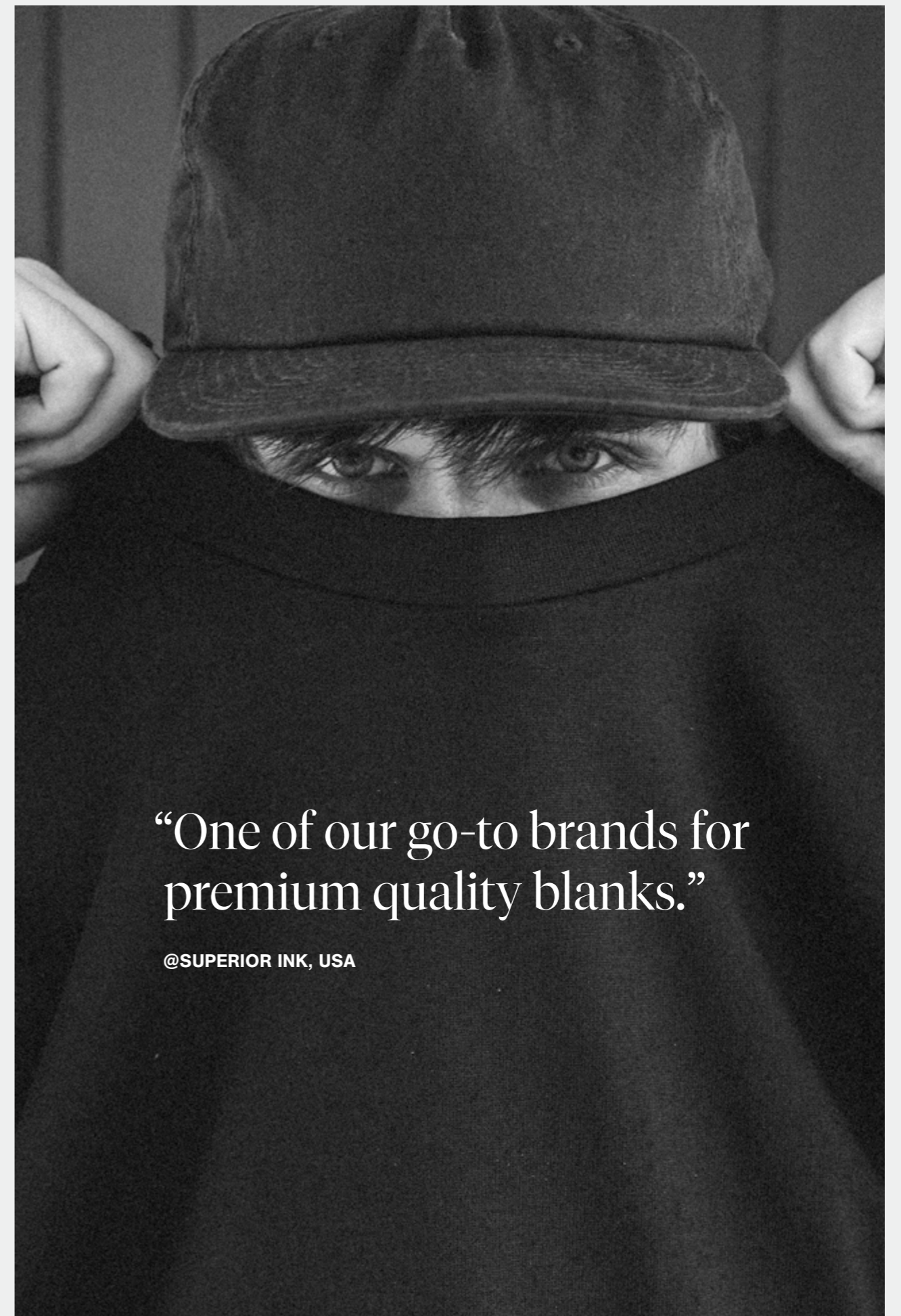
**COST EFFECTIVENESS:** Using blanks can be more cost-effective compared to cut-and-sew manufacturing. Blanks are pre-made garments you can purchase with no minimums or in bulk from suppliers, often at lower prices. Using blanks can help lower your initial investment and production costs, making it more accessible for a new brand with a limited budget.

**VARIETY AND FLEXIBILITY:** Blanks suppliers offer a wide range of sizes, colors, styles and fabric options, meaning you can cater to different customer preferences and expand your product offering relatively quickly. It also allows you to experiment with designs and adjust based on market feedback, all without committing to large quantities upfront.

**SCALABILITY:** As your brand grows and demand increases, using blanks allows for more effortless scalability. Suppliers can provide larger quantities of blanks as needed, helping you manage inventory more efficiently. They also allow fast restocks, which can be particularly beneficial if you receive rapid demand for your streetwear brand.

**FOCUS ON BRANDING AND GRAPHICS:** Using blanks, you can prioritize branding and graphics to establish a distinct visual identity for your streetwear brand. Instead of heavily investing in the construction of garments, you can channel your resources into your brand's visual identity.

AS Colour offers premium blanks with no minimum order quantities, making it easy for you to get started with a low initial investment. This also allows you to experiment with different decoration and printing methods until you find what works.



“One of our go-to brands for premium quality blanks.”

@SUPERIOR INK, USA





“Best in the game,  
Best blanks in the game  
right now.”

@RATTSKATECO, USA



#### HOW TO DISTINGUISH A QUALITY BLANK

Cotton is a popular material used in many blank products due to its breathability, comfort, and durability. When selecting cotton, it's essential to consider the fabric weight. The weight of the fabric can affect the look and feel of the product. For example, a lighter-weight fabric may be more suitable for t-shirts, while a heavier-weight fabric may work better for hoodies or jackets.

The quality of the raw materials used also significantly affects the garment's end quality. AS Colour only uses premium cotton, so AS Colour blanks have the industry's best finish and hand feel. Using only premium cotton gives a much smoother printing surface, ensuring your selected decoration technique will look better and last longer.

When selecting your garments, make sure you purchase from reputable suppliers; look for suppliers with a track record of providing premium materials that are ethically sourced and sustainable.

**Thankfully AS Colour has done the hard work for you.** All AS Colour blanks have been sustainably sourced using the highest quality raw materials, undergone rigorous development and testing, and have been certified and are trusted by many streetwear brands as their preferred premium blank.





**When creating a successful streetwear brand, some must-have products resonate with the streetwear culture and attract customers. Here are some essential items that you should include in your range:**

# Streetwear Staples

## T SHIRTS AND LONGSLEEVES

Graphic tees are an essential of streetwear fashion. They're the most popular item of clothing and can be customized with graphics, logos, and other designs to highlight your brand's style. T-shirts can be cost-effective for both you and your customer. Designed to embody the latest streetwear trends, the AS Colour Heavy (5080) or Heavy Faded (5082) tee incorporates drop shoulder construction, a wider, boxy, oversized fit, and a heavy-weight 100% combed cotton fabric.

For a more timeless cut and fit, try the (5026) Classic tee. A brand bestseller, this is a universal tee that will fit and work well for most future customers.

## HOODIES & SWEATSHIRTS

Hoodies & Sweatshirts have been a staple in streetwear since its inception. Brands like Supreme, Stussy, and Bathing Ape have popularized hooded garments, making them iconic to streetwear.

Hoodies and sweatshirts offer comfort, style & versatility. Consider the AS Colour Relax Hood (5161) or Relax Crew (5160), designed with the streetwear consumer in mind. The Relax range of Hoodies and Sweatshirts has inset sleeves, a boxy cut, drop shoulders, no drawstring, and a premium fabric making it the perfect branding surface.

## HEADWEAR

Caps and beanies have become deeply ingrained in streetwear culture and are embraced by the community. They offer a prominent canvas for showcasing brand names, logos, and graphics. They are often seen as a unisex accessory, appealing to a wide range of individuals.

The AS Colour Surf cap (1114) is an essential addition - its unstructured design, mid-profile snapback cap, and flat peak encapsulate the streetwear aesthetic. The tear-out label feature allows you to brand it as your own. Depending on the desired fit, the AS Colour Cuff (1107) or Cable (1120) beanies will have you covered.

## ACCESSORIES

Streetwear accessories include backpacks, tote bags, shoulder bags, wallets, and socks. These can feature brand logos or unique designs that complement the streetwear look. Tote Bags can tap into the demand for functional accessories. Leverage the branding opportunities they provide, and use their large canvas to make your mark on the street. The more people see your logo or design on the streets, the more awareness and recognition your brand can gain within the streetwear community.

Start with the (1001) Carrie Tote as a great accessory addition to your range.





5161 — MENS RELAX HOOD



1120 — CABLE BEANIE



1153 — CLASS FIVE PANEL CAP

“...AS Colour continues to be among the highest level of quality blanks.”

@SILK SCREEN SHIRTS, USA





# DECORATION & Printing



**Your designs and logos need to be applied to your products in a way that will set your brand out from the rest of the crowd.**

Different decoration and printing methods are available to choose from, depending on your design, product type, and budget. Here are some commonly used methods

## **SCREEN PRINTING**

Screen printing is a technique that involves creating a stencil, or screen, and using it to apply ink onto the fabric you are printing and is the most popular decoration method for streetwear brands.

Screen printing produces vibrant and long-lasting prints, especially on fabrics such as t-shirts, hoods and tote bags. It is often used for printing large quantities of items, as it can be more efficient and cost-effective than other printing techniques.

## **EMBROIDERY**

Embroidery has emerged as a captivating element in the world of streetwear, adding a touch of artistry and individuality to garments. Embroidery involves stitching thread directly into the fabric to create a unique textured finish. This traditional craft has seamlessly integrated into the streetwear fashion scene. Streetwear brands now embrace machine made embroidery as a means of storytelling and self-expression, transforming plain apparel into intricate, long-lasting, eye-catching pieces. Tip: Best suited to heavier weight fabrics 180gsm and above.



## **TRANSFERS**

Transfers are a cost-effective decoration method that works well for small orders or designs with a lot of colors. They are created by printing the design onto transfer paper and then applying it to the product using heat. This method works well for t-shirts, jerseys, caps and other items made of cotton or polyester.

## **DTG PRINTING**

Direct-to-Garment, or DTG printing, is a digital printing technique that allows for high-quality, full-colour prints to be directly applied to garments such as t-shirts, hoodies, and other textiles.

DTG printing is often used for small batches of custom-designed t-shirts, as it allows for the creation of intricate designs using multiple colors, gradients, and shades. It's popular choice for print-on-demand services, where customers can order custom apparel printed and shipped directly to them upon purchase. Note: Most printers require cotton rich(80% minimum) fabrics for best results.

## **PLACEMENT OF DECORATION**

The positioning of decorations on streetwear clothing is a creative choice, and designers may experiment with unconventional placements to push boundaries and create unique aesthetics. The key is to balance visual impact and wearability, ensuring that the decorations enhance the overall design without compromising comfort or functionality.

The most common positions include the left front pocket, chest, and back, but you can choose other areas like sleeves or pockets. Getting the position of the print can significantly affect the overall look and feel of the apparel.

## **FINDING A PRINTWEAR SPECIALIST**

When looking for a good decorator, it's essential to select a company with a good reputation for quality and service. Look for a decorator specializing in streetwear brands with experience working with the products and designs you want to create. Check out their portfolio and customer reviews to understand their work quality and reliability.

AS Colour work with an established network of experienced decorators who are committed to delivering high-quality prints and embroidery. Visit the [Printers and Embroiderers](#) page on our website to learn more about the decoration and printing services and find the right decorator for your streetwear brand.





# Don't go Broke

Starting a streetwear brand from the ground up can require a significant amount of investment upfront. You have to take into consideration purchasing product, decorating and selling to your customer via multiple channels. Typically higher volume orders deliver greater profit margin, but with over 82% of businesses failing because of cash flow problems it's important to stay lean while you're generating a following.

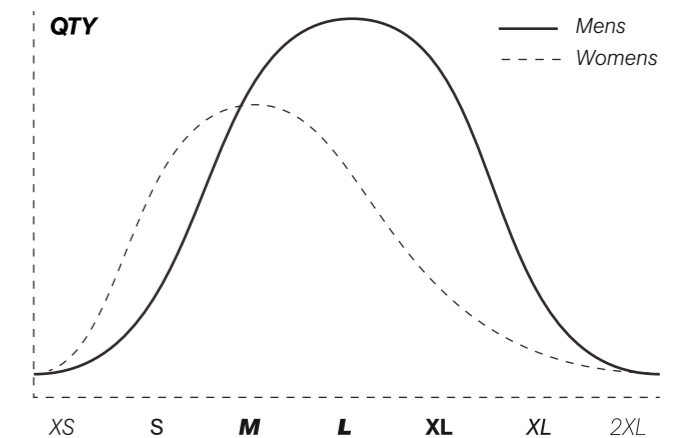
Working with a quality blank manufacturer with strong inventory, offering no minimums when purchasing is a great way to get started. You'll be able to sample and test new product styles overnight. Doing this will give you a great read on the right inventory levels, size curves, and color makeup.

Pre-ordering and drop shipping can be an enticing strategy for the lean fashion startup. Brands looking to test new products or gauge customer demand before investing in inventory, can do so without significant upfront costs. It is however crucial to manage customer expectations when drop shipping to ensure a positive customer experience. Clearly communicate the expected shipping timelines and any potential delays to maintain trust, and avoid disappointing customers.

Print-on-demand and made-to-order are alternative strategies that also solve this cash flow problem. By ordering garments on demand, and decorating them as needed, you can keep your cash investment low. With higher unit prices, fewer available decoration methods, and reduced profit margins, you'll want to transition from this strategy to a bulk order strategy as soon as your sales have matured.

Bulk orders are the traditional approach to apparel that offer the highest margins, and largest capital outlay. To reduce your risk when ordering and holding large amounts of stock it's important to consider the demand for each size. Breaking down

your order based on the bell curve will help ensure you have the right inventory levels for each size, including those highest in demand (Medium and Large for Men and Small and Medium for Women). Use this as a baseline for your initial orders, track your sales, and then refine future ones based on historical sales data. This ensures you have the right inventory levels, reducing your risk of stockouts or overstocks, which can lead to lost sales or unnecessary costs.



Starting a brand requires dedication, creativity, and a deep understanding of your target audience. A successful streetwear brand is not only about the products but also about the brand identity, storytelling, and creating a sense of exclusivity and community.

Pay attention to the quality of your products, marketing strategies, and building a strong online presence to engage with your target audience effectively.

We hope this guide has inspired and equipped you with the knowledge and confidence to embark on your own creative venture. Remember, starting a streetwear brand is no small feat, but with passion, dedication and a solid understanding of the industry, you can make your mark.



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STREETWEAR BRAND<sup>®</sup>

Sign-up and qualify for a wholesale account and receive your unique 30% discount code to use on your first order of blanks.

[CREATE ACCOUNT](#)

ascolour.

**SOME WORDS OF WISDOM  
TO SET YOU ON YOUR JOURNEY**

- Keep hustling
- Manage self doubt
- Take calculated risks
- Keep improving & push forward
- Embrace technology
- Reduce waste
- Keep it simple
- Learn from your fails
- Good things take time
- Don't go broke