

KNOXIE LE ROUX

BRONX2

06.11.2023

01. INTRODUCTION

SECTION HEADLINES

About
Offerings

BRONXY CLUB is an ecommerce rental service offering luxury streetwear fashion at affordable pricing for both men and women worldwide. Founded on the principle that fashion should be affordable and accessible Bronxy Club aims to deliver an assortment of clothing shoes and accessories giving the opportunity to test drive current and historically significant pieces while considering their budget. Customers can rent pieces from wellknown streetwear brands such as Yeezy Nike and Supreme or luxury designers such as Gucci Margiela Acne and Balenciaga for as little as 25 a day or a monthly subscription for 100 a month. With the subscription plan renters get 2 items at a time and swap out each week for another set of 2 items. The process is seamless from beginning to end after placing an order items arrive in 35 days in a custom box with a prepaid return shipping label. Our specialized team takes care of any laundering on your behalf and minor wear and tear is covered by us.

SUBSCRIPTION BOX

Choose from hundreds of premium streetwear brands starting at 100 a month.

Your choice of subscription plans allows you to wear unique one of a kind items sourced from across the globe that you wouldn't be able to find online or in your city.

BRONXY gives you the unique opportunity to test drive some of the most sought after underground and exclusive G.O.A.T. streetwear items.

BRONXY MERCH

BRONXY customers have a selection of Grail branded merch designed and produced by our own inhouse designers.

BRONXY COLLABS

BRONXY collabs with up and coming creatives musicians events and more to curate limited edition swag to add to the subscription box and keep.

FRIENDS & FAMILY

An exclusive club for a select group of individuals. This includes Sneak peeks at new finds news and previews of collab items exclusive parties and popup shops in each city.

All employees Street Scouts collab artists and NFT Holders are included in this club.

02. VISUAL DIRECTION

SECTION CONTENT

Primary, Secondary and Tertiary Wordmarks
System Elements
Typography
Logo
Color Palette

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BRONXNY

BRONX

BRONX

The name Bronxy is drawn from the Bronx, NY. While Streetwear culture has connections to the surf culture in LA, the technical apparel in Japan, and more, Bronxy pays homage to the birthplace of streetwear in NYC.

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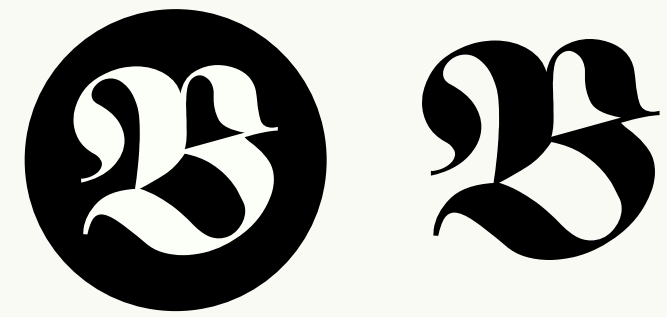
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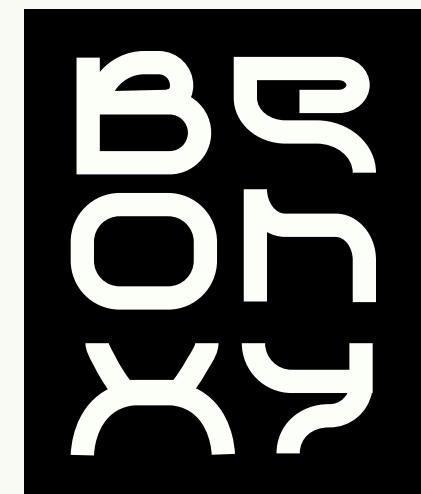
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Tertiary marks serve as decorative elements to be used in Bronxy studio experiments. Bronxy in house designers are constantly ideating and generating new ways to express the complexity of streetwear culture through the brand. These marks are used in seasonal merch, collabs and specialty items.



BRONXX

Bronxy
Club

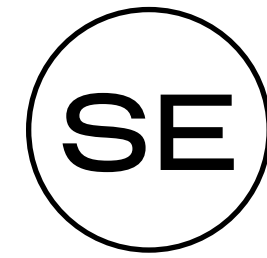
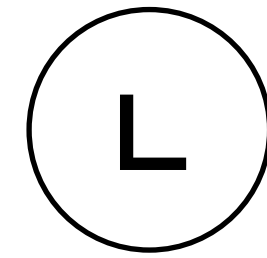
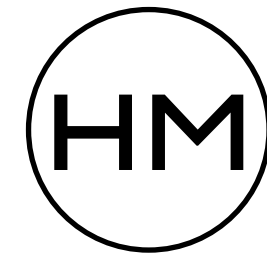
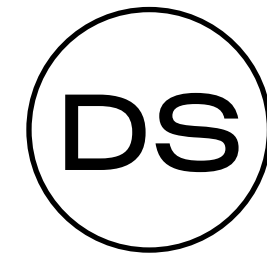
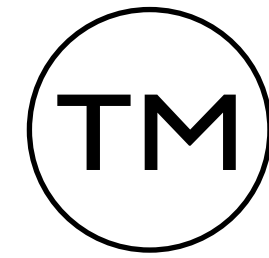
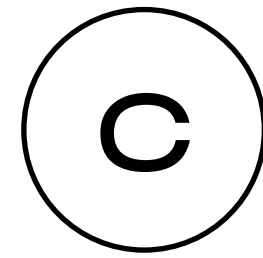


BRONXX

BRONXX
CLUB

FRIENDS & FAMILY OF
BRONXX

System elements that show up on clothing tags, website and information cards to indicate the history and value of the item. These are terms well known and recognised in the streetwear industry. There are 2 options, boxed and circled for different applications.

**VNDS****NIB**

Headlines
Sharp Grotesk

Rent unique Streetwear from Across the Globe!

Large Copy
Pitch Sans

Your exclusive pass to the rarest and most sought-after heat
from all around the world.

Subhead
Sharp Grotesk

ESTABLISHED MMXX

RAREST FINDS @ YOUR DOORSTEP

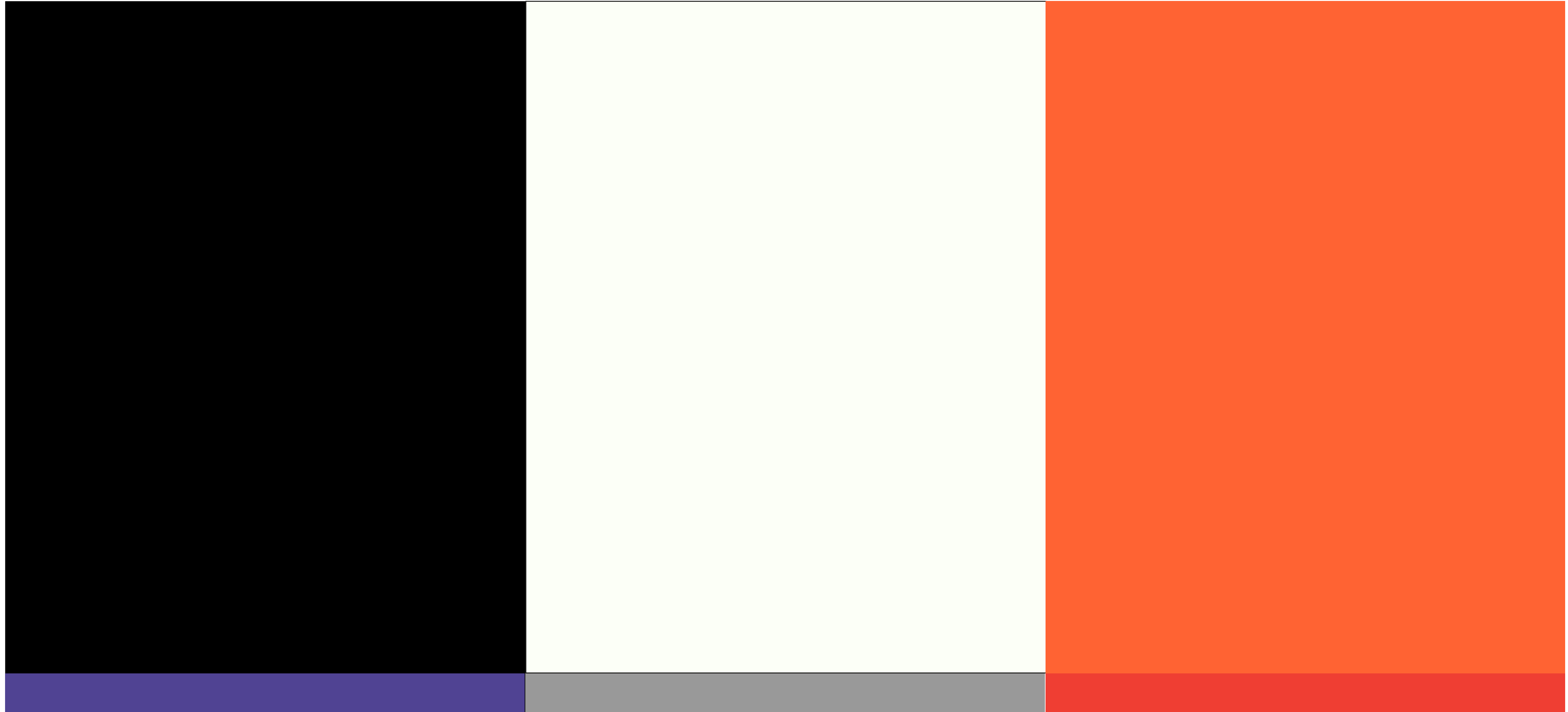
UNIQUE STREETWEAR

Body Copy
Pitch Sans

Break free from the ordinary and embrace the extraordinary by subscribing to our exclusive service. Each month, immerse yourself in a carefully curated collection of unique streetwear pieces sourced from the fashion capitals of the world. Whether it's the avant-garde street art of Berlin, the eclectic vibes of Tokyo, or the classic urban swagger of New York, GRAIL brings the essence of global street style to your doorstep. Our subscription service allows you to effortlessly rotate your wardrobe, exploring diverse fashion scenes without the commitment of ownership. Join GR'IL and let your style journey be a reflection of the world's most vibrant and dynamic cultures.

The Bronx logo is more of a pattern. While the Modular wordmark is recognisable, the strip of orange and color combo is a recognisable element that shows up from time to time.





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03. APPAREL & TOUCHPOINTS

SECTION CONTENT

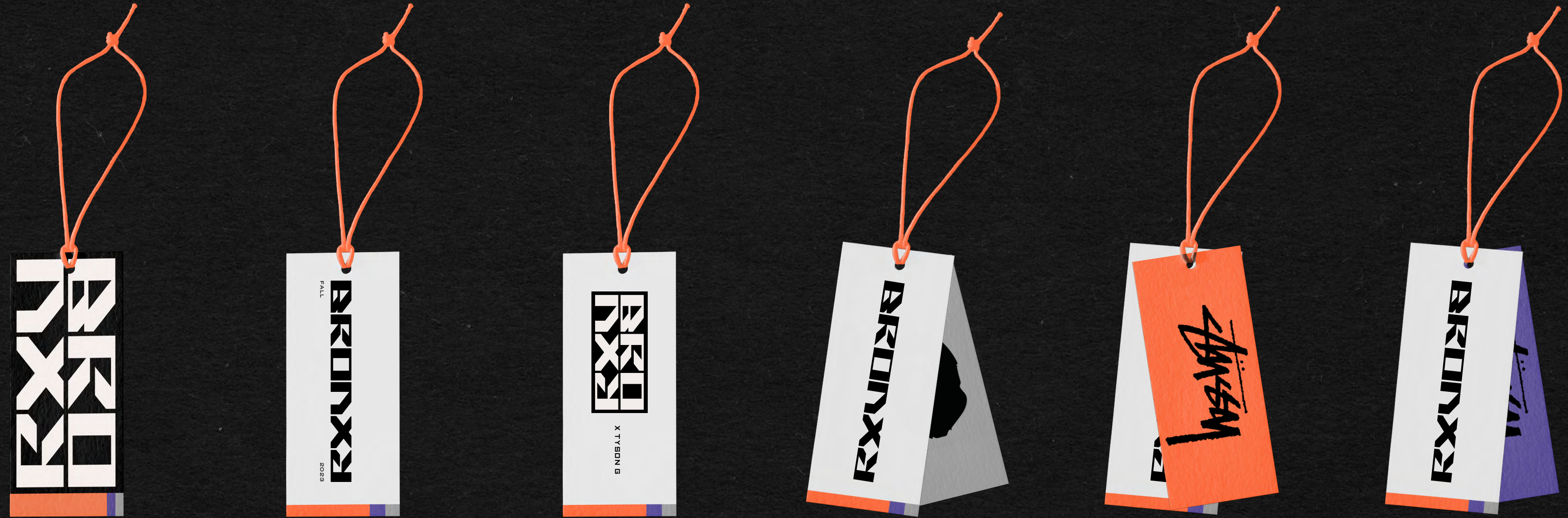
- Specialty Labels
- Tags and Labels
- Branded Merch
- Collaborations

Specialty labels are sewn inside the subscription rental clothing items in discrete places, so as to mark them as property of Bronxy, while not taking away from the item at hand.



These tags and labels are used in different scenarios. These are mainly used for merch and collab items that one would purchase and keep, but they will also be used to label clothing for any pop-up events.

HANGTAGS



LABELS



While Bronx offers a subscription service, it also has a team of in-house creatives, designing and experimenting to make seasonal merch. These items are available to be bought and can be shipped individually or added to one's subscription package.









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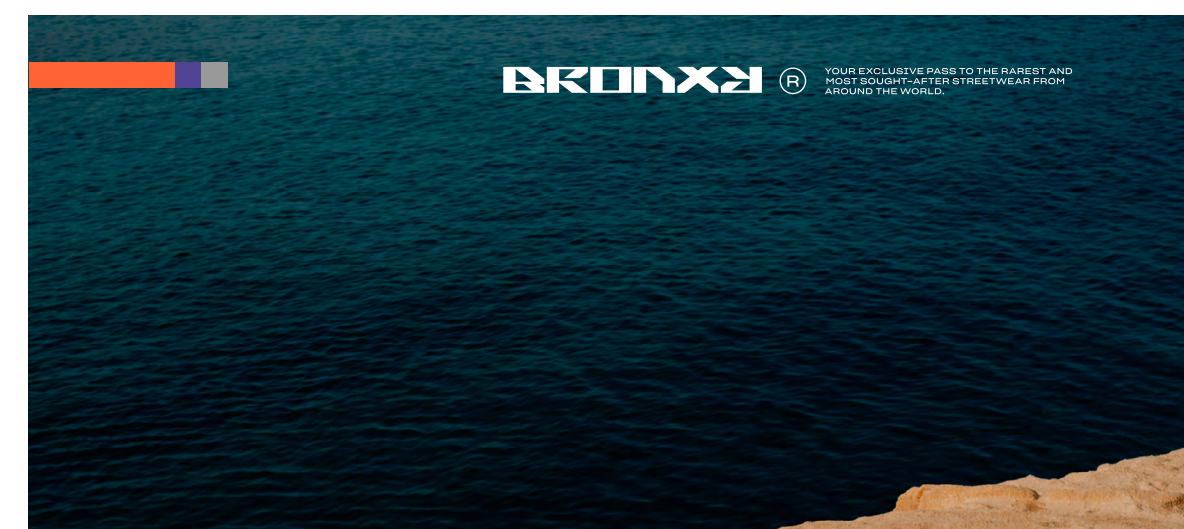
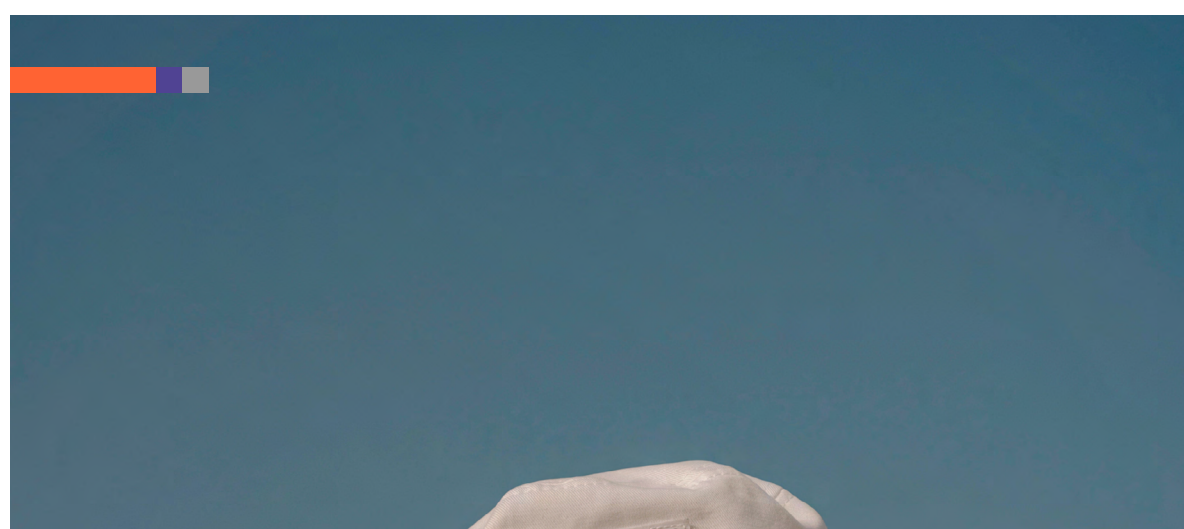
Bronxy does regular collaborations with celebrities, places, events, and up-and-coming creatives. This collaboration produces a series of Limited Edition apparel and specialty items that can be bought individually or added to one's subscription to keep.

BRONXY X T. GENTRY – A collaboration with up-and-coming artist Tyson Gentry.



Each collab is supplemented with an editorial photoshoot showcasing the items. This content shows up online in the lookbook archive, but will also be mailed out in a mini publication to FREINDS&FAMILY of BRONXY.

BRONXY X T. GENTRY – The vibrant, warm images were shot on a single set in who-knows-where, Badlands. A nod to Gentry's past and process.



04. PACKAGE DESIGN

SECTION CONTENT

Subscription Package
Bronxy Boxes

Taking intentional steps towards sustainability, subscription items are delivered in reusable packaging made from recycled materials. Each bag is water resistant, and comes with a prepaid shipping label.



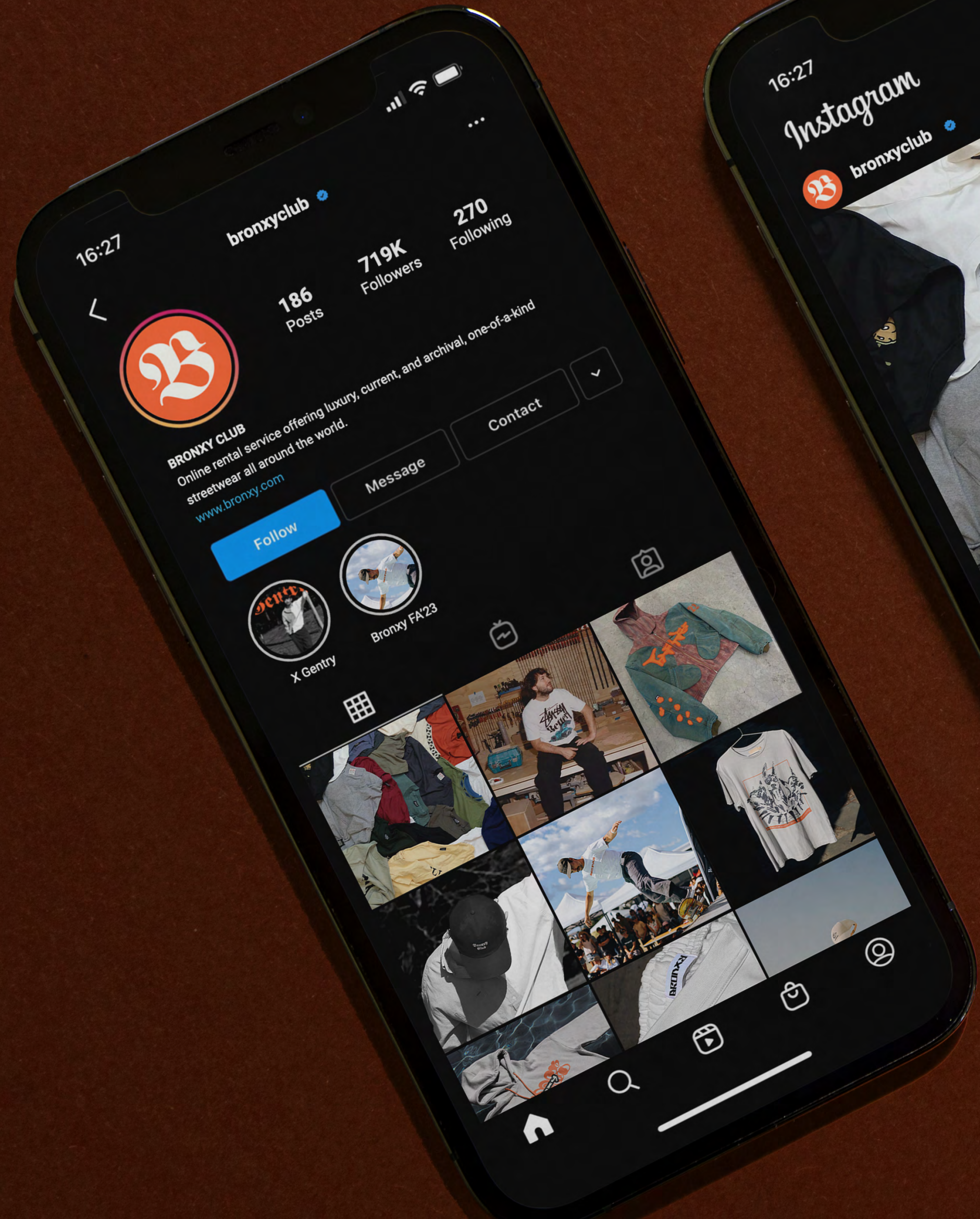
Boxes come in handy when there are clothing items that need an extra layer of protection. These boxes are used in subscription packages but are also used to individually deliver purchased items from merch or collaboration collections.

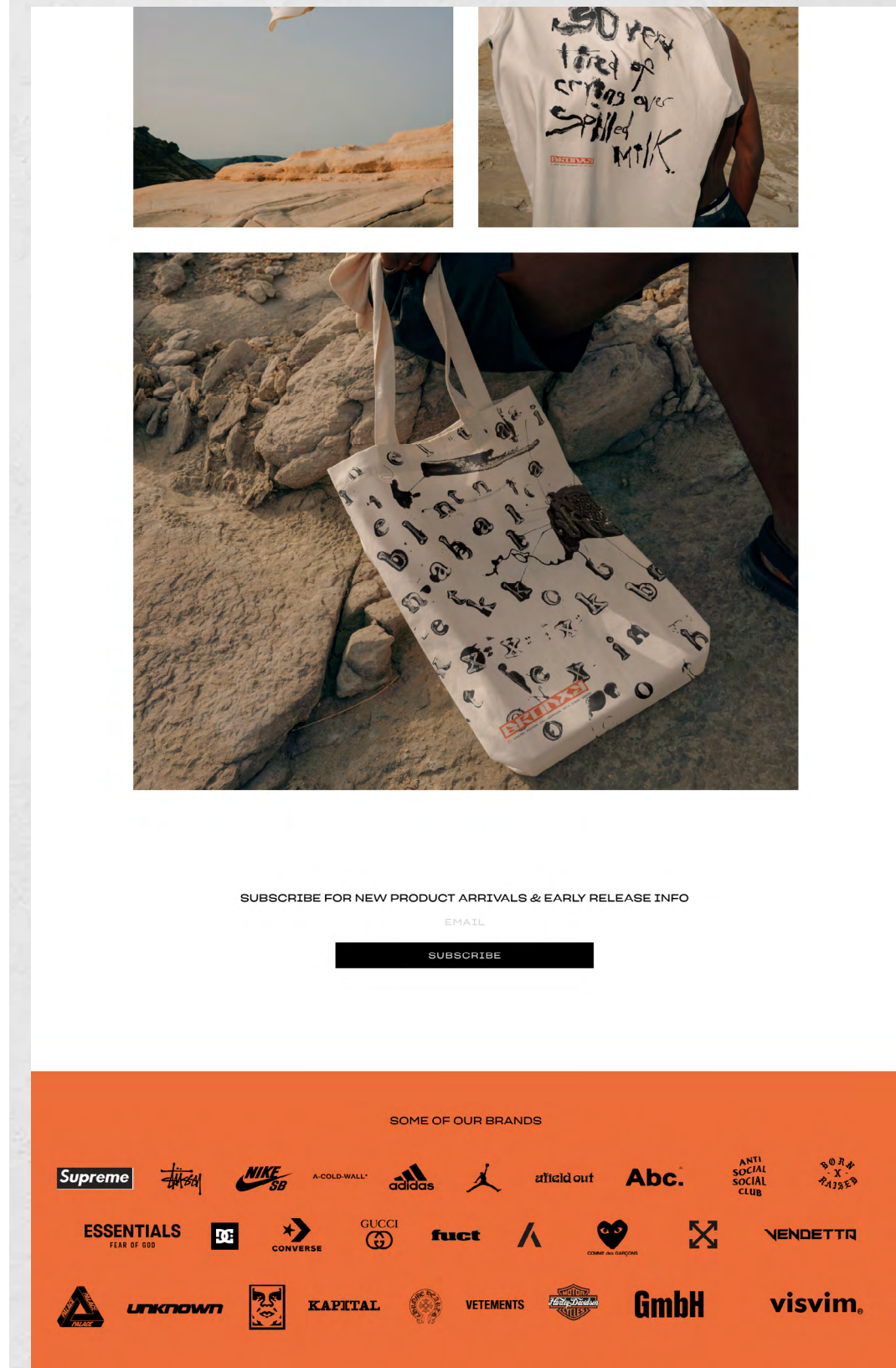
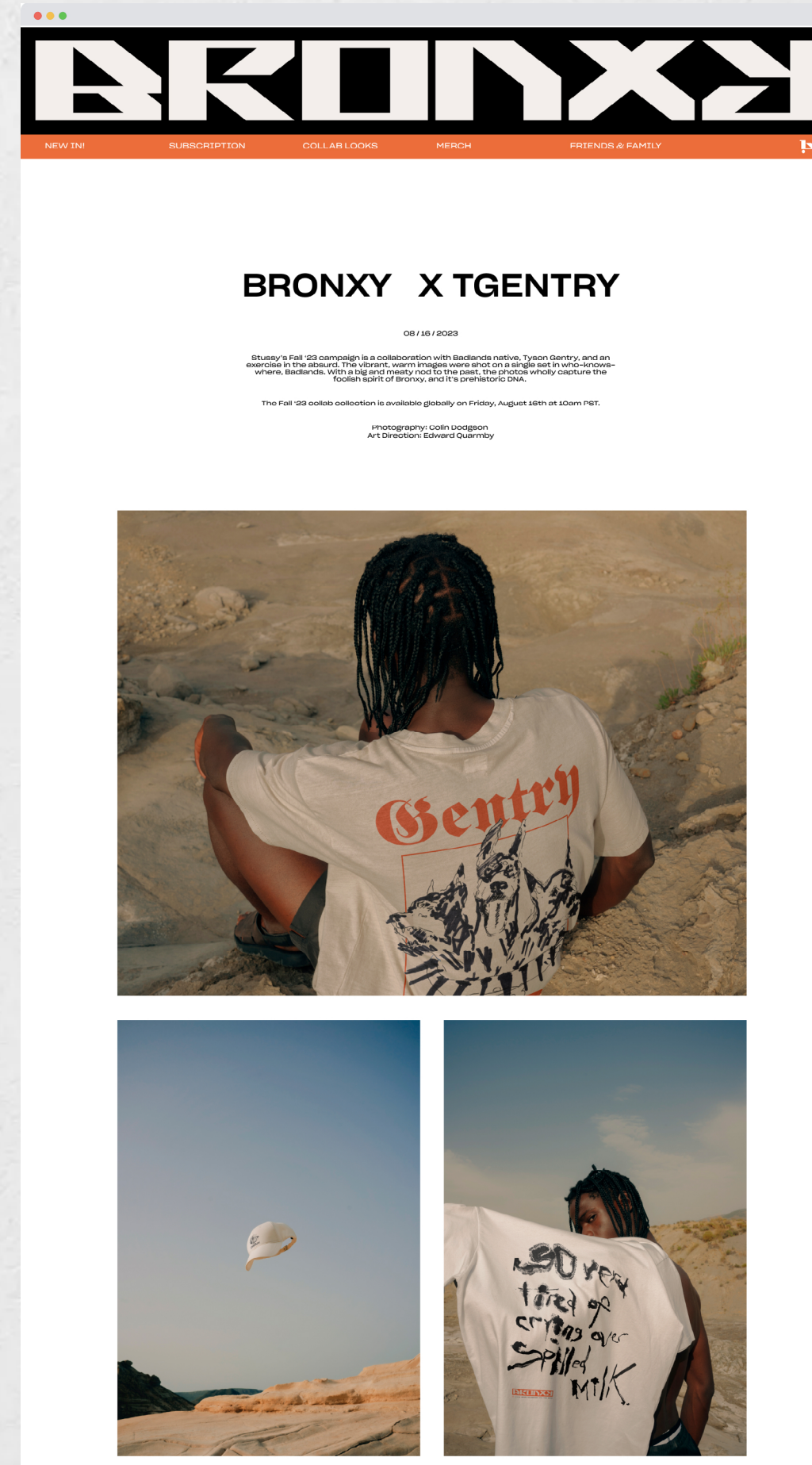
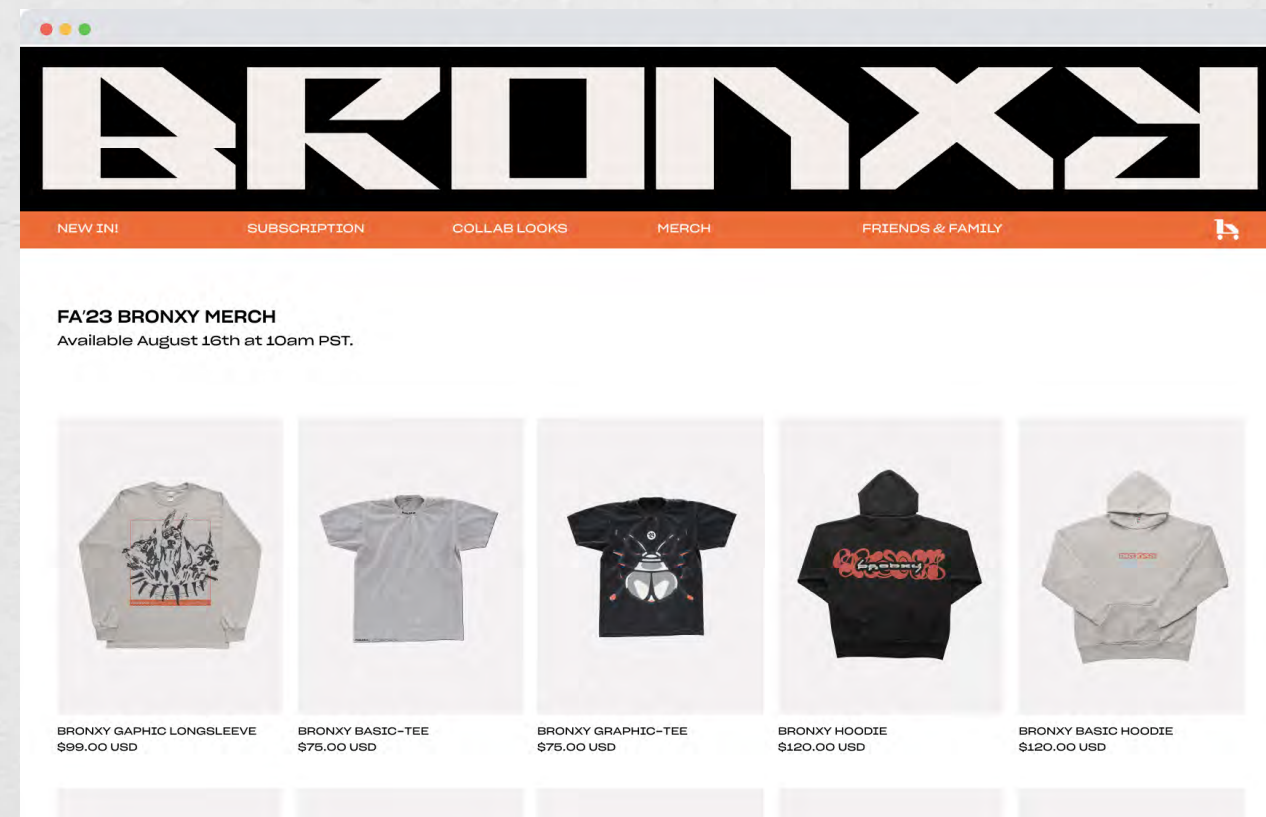
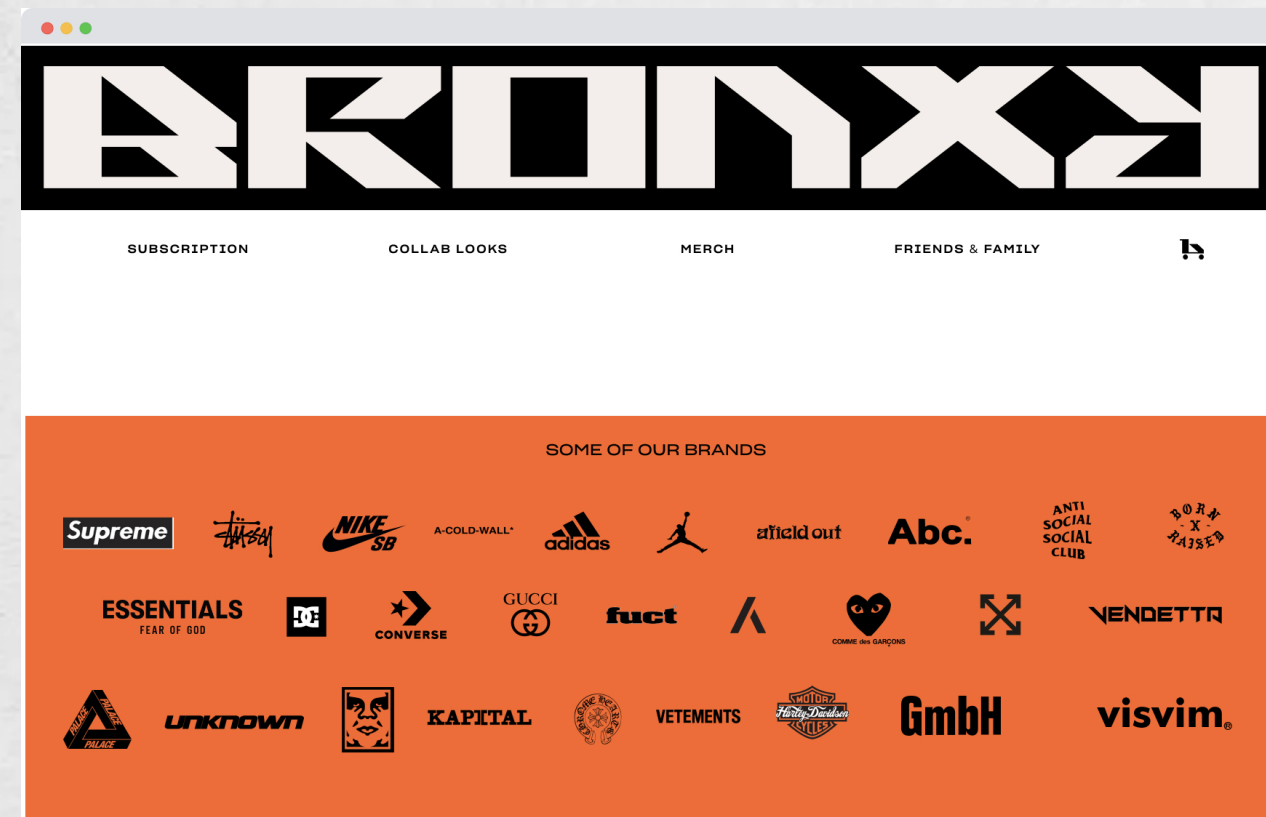


05. WEBSITE & SOCIAL

SECTION CONTENT

Instagram
Website





BRONX

NEW IN!

SUBSCRIPTION

COLLAB LOOKS

MERCH

FRIENDS & FAMILY

FA'23 BRONX MERCH

Available August 16th at 10am PST.



BRONX GRAPHIC LONGSLEEVE
\$99.00 USD



BRONX BASIC-TEE
\$75.00 USD



BRONX GRAPHIC-TEE
\$75.00 USD



BRONX HOODIE
\$120.00 USD



BRONX BASIC HOODIE
\$120.00 USD

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THANKS

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