



I spend a lot of time watching the clock. Doing minor calculations in my head about how much time is left in whatever I'm doing, counting down the minutes before I can go do something else. Or sometimes, wishing the clock would slow down so that I could enjoy what I'm doing for just a little longer.

I also daydream a lot. I think about what type of bagel I'm going to order on Saturday morning, or make up a conversation in my head about what I would talk to Zendaya about if I ran into her. I dream about living on the beach, waking up to the sound of seagulls and salty air. I make a mental checklist of things to tell my best friend the next time we Facetime. I picture myself attending the Oscars, and wonder what I would wear if I ever went. I think about the seven other lives I want to live by the time I'm 30, and wonder what it would be like to move to the Bahamas and serve mai-tais to sunburnt seventy year olds in exchange for room and board.

I remember the first time someone told me that I looked like I was clocked out, as if it was a bad thing. I remember their tone of voice, the raised eyebrow, the accusation hanging in the air. And I had this overwhelming feeling of why? What's so bad about clocking out?

And don't get me wrong - it's good to be present. Vital, even. Enjoying where you are currently and watering that space so that it becomes greater and greener.

This brand is for the people who know it's important to be clocked in - to hit your deadlines, submit your assignments, read the 50+ page chapter in the textbook you want to chuck out the window. It's for the people who clock in on time to their shift and send reminder emails to clients and show up to dinner on Sunday with their parents.

But it's also for the people who know the importance of being clocked out. Who let their mind wander to anywhere it wants to go, unprovoked, exploring ideas and thoughts and diving into what it truly means to be human.

For me, being clocked out is my favorite place to be. My thoughts run freely, without responsibility, imagining a world of possibility.

Clocked Out isn't just a phrase, it's a lifestyle. And we went ahead and turned it into a brand.

If this sounds like you, well -

Welcome to the Clocked Out Club.

Clocked Out is here to provide you with all of the things you need to be the best version of yourself when you are clocked out. Podcast. Loungewear. Blog. Lifestyle.

See it. Hear it. Wear it. Believe it.
Clocked Out.