

WELCOME TO

2019



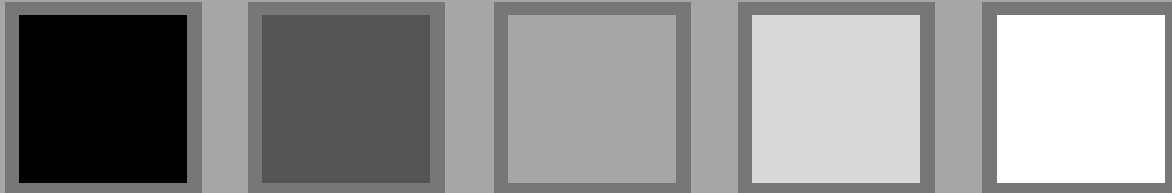
LOGO

Our FLY logo is a tribute to both our school mascot and our tagline "Where others fall, we FLY." We use our logo on all of our products, and it is how we can be identified in the world, by our comfort and versatility.



COLOR PALETTES

Our color palette is completely neutral to allow our colorful



clothing and accessories to take center stage of our business.

FONTS

Montserrat

Playfair Display

Abhaya Libre Regular

We chose to have very sleek fonts because we believe that by having clean and simple text, our product and modernness are better highlighted.

FULL NAME
EMAIL



TO WHOM IT MAY CONCERN,

FLY NY is a streetwear clothing brand that offers gender inclusive apparel and everyday use sustainable products like straws, totes, and cups. We are catered to fit everyone who wishes to express themselves through our designs, and stand for diversity and inclusivity by making sure that everyone feels comfortable, represented, and proud when they wear any "FLY NY" label. We stand out from our competitors by providing a wide range of sizes and styles that prioritize the comfort and confidence of its owner. With our brand, we hope to create a sustainable and inclusive environment for every customer.

BEST,

FLY FASHION NEW YORK
Where others fall, we FLY

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FULL NAME
position
EMAIL

BUSINESS CARD

Our business is simple bold, and unexpected, as we chose to have an image of our product represent our brand and our apparel.



OUR PRODUCTS
clockwise:
our reusable reflector
tote, purple hoodie,
red hoodie, black long
sleeve, and reusable
straw

