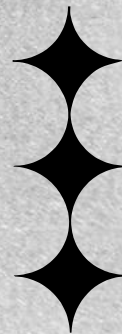


Everywhere I go-oh (Everywhere I go-oh) People wanna know-oh (People wanna know-oh) Who I am (Who I am)

NOT FOR KEVIN DURANT

This is about how listening with a purpose solves problems... but I'm going to talk a lot.



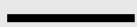
So I tell'em (So I tell'em) My name's Dario (My name's Dario) And this is my contact, Thank you (Thank you)

TABLE OF CONTENTS

01

INTRO

Turning my mind
inside out is scary.
Bare with me...



03

DARIO'S LANE

Waste Not, Want Not
and the "LUC"
theory



02

SC30 LIFESTYLE

If we remove
basketball, who is
the man?



04

THE MEN'S ROOM

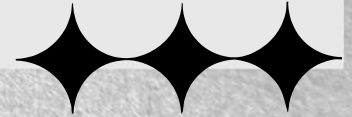
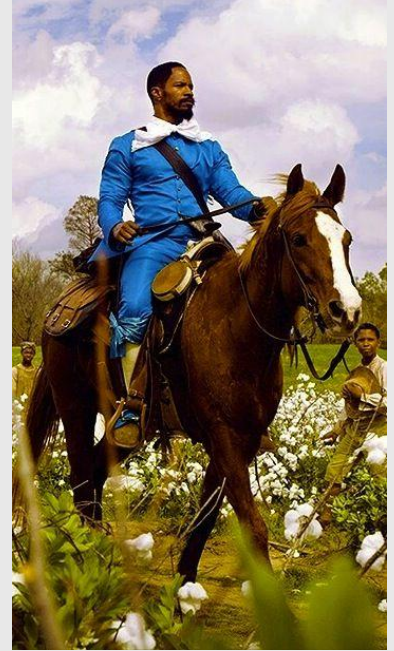
Come for the
coffee, stay for
the tailoring.

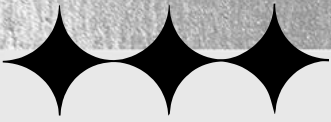


Let me be honest...

I had to lose a job and question my career to find my calling. In 2019 the doors of Eison Triple Thread, the made-to-measure clothing company where I made my biggest career impact, shuttered. I'd lost the drive to make clothes, and all traction for a legacy that I'd just begun building. I've struggled with whether or not I want to continue walking a path in the apparel business - whether apparel made a difference in people's lives like I believed it did. Yet, in all of my efforts to shun the notion, nothing has been more front of mind than the thought(s) about what I would do if given the chance to "jump back on the horse."

I AM THAT 1 IN 10,000





CV

Levi's Vintage
(2011)

TRUE Clothing
(2012 - 2016)

Banana Republic
(2016)

Eison Triple Thread
(2016 - 2019)



The Bellwether Project
(2012 - 2016)

BuzzFeed
(2016)

Vietnam Sourcing
(2016)

Original Stitch
(2020)



Japan Inspo Trips
(2017 - 2019)

TRUE Clothing: The Remix
(2020- Now)

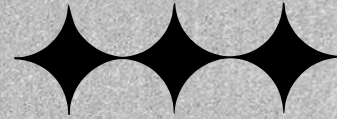
Mimo's Coffee
(2020 - Now)

Blue Twin
(2021 - Now)

I've been in menswear 12 years. Click [here](#) for LinkedIn resume

SC30: HONEST LIFESTYLE

Comfort is so "Underrated."



PURPOSE: HOPE

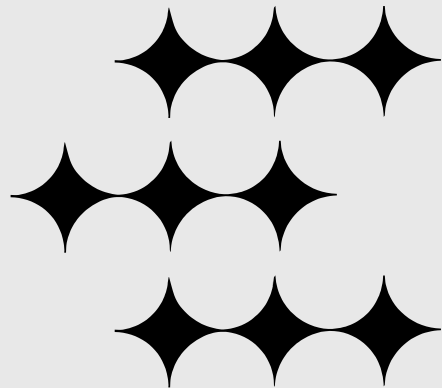
CONSISTENCY

PURPOSE

GRIT

PASSION

PERSEVERANCE

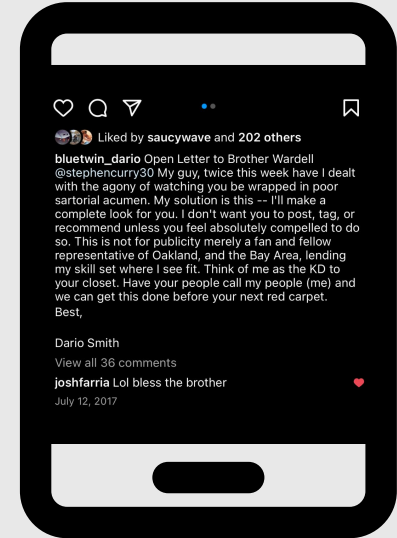
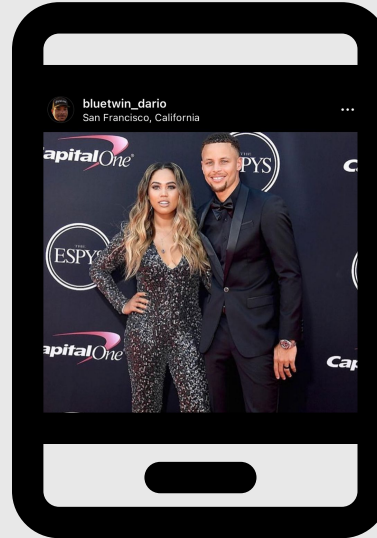


I've always admired Steph's ascension as the people's hero. His "Change The Game" mantra is a symbol of faith to the underdog athlete. I believe he is capable of changing how retailers approach the basketball category and "off court" apparel. As a guiding voice to Stephen's sartorial journey over the last 5 years, I believe I am capable of leading the visual communication of SC's UA lifestyle brand.

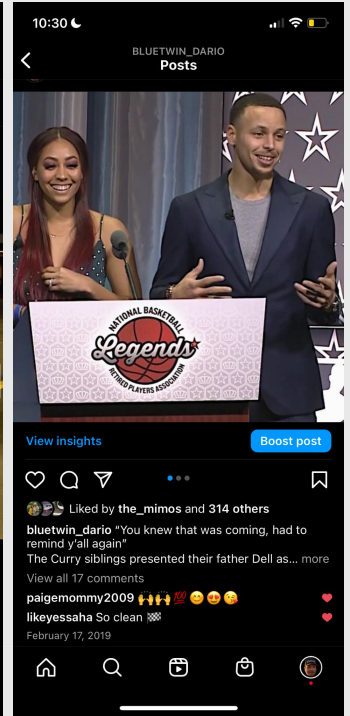
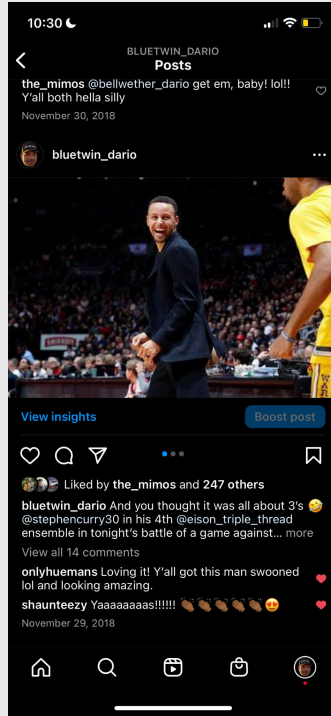
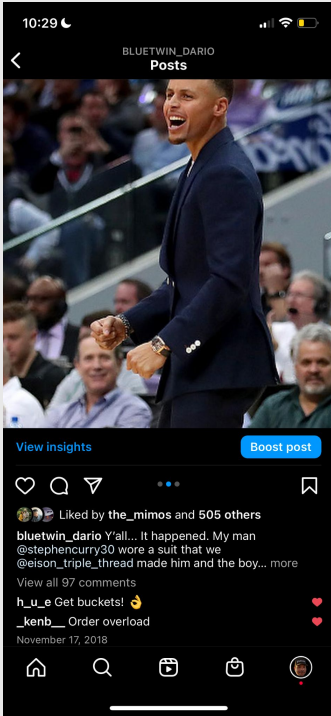
FIRST CONTACT

A REACH

In 2017 I wrote an open letter to Stephen on IG after seeing some obvious tailoring flaws in his allegedly "custom made" Espy's tuxedo.



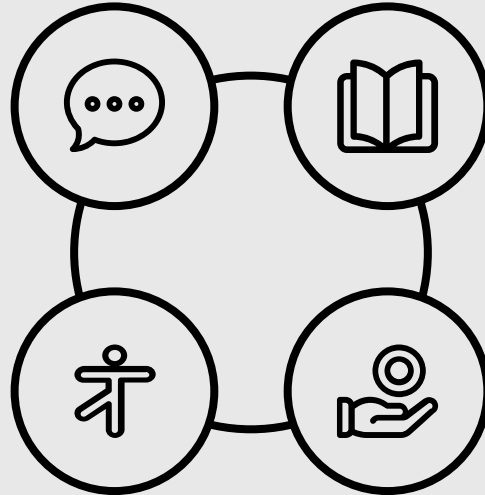
ACHIEVEMENT



HOW THE PRODUCT SPEAKS

CREED

This is his purpose and these are his beliefs



STORY

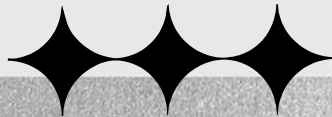
Examples of how small steps help reach purpose

MOVEMENT

This is how purpose activates with this product

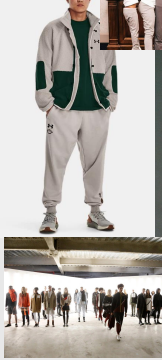
FEEL

Material textures communicate emotion and place

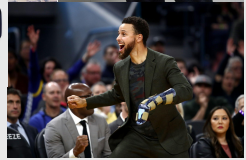


DRESS FOR PURPOSE

UTILITAILORING



ATHEISURE



DRESS FOR EASE

ROLLOUT OVER 3 YEARS





TARGET

15%

**@bigfluence
Style Influencers**



Loves telling stories. Wants to be "tapped into all things new. Can be used to leverage unbiased market research with audience

- 20 - 30
- Follows player tunnel style
- 20 - 100k following
- Active voice

37%

**T.K. Lopez
Youth Athlete**



Just starting career in basketball. Wants to attend Curry camps. Parents appreciate Steph's humility and relatability

- 12 - 22
- Immulates fav. player
- Seeks "winning" program
- High touch, big impact

48%

**Chris Wong
Sneaker Aficionado**



Has deep connection with Steph's story. Plays pick up games occasionally. Stays up with the latest styles.

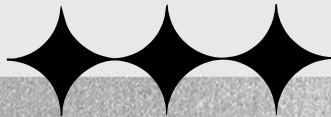
- 18 - 30
- Follows all NBA
- Loves SC story
- >60k income

QUESTIONS FOR PROGRESS

- What does UA support for SC lifestyle brand look like?
- Desired timeline for brand segment?
- Access to to other UA departments / silhouettes?
- Access to UA data about current Curry customer demo?

Notes

- Competitive analysis
- Design samples
- Market size and direction (Nike ACG, Jordan Brand, Pyer Moss)





UTILITAILORING

I'm pretty pragmatic. I like things to work. Design, for me, has always been function first, form second - though, I'll be damned if it's ugly. I've coined my approach "Utilitailoring."

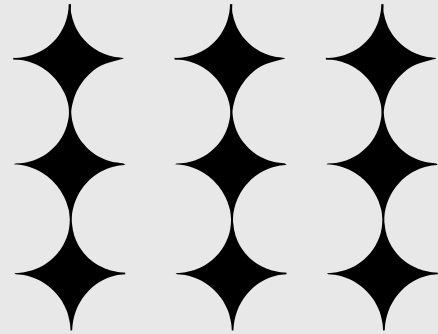
WASTE NOT WANT NOT

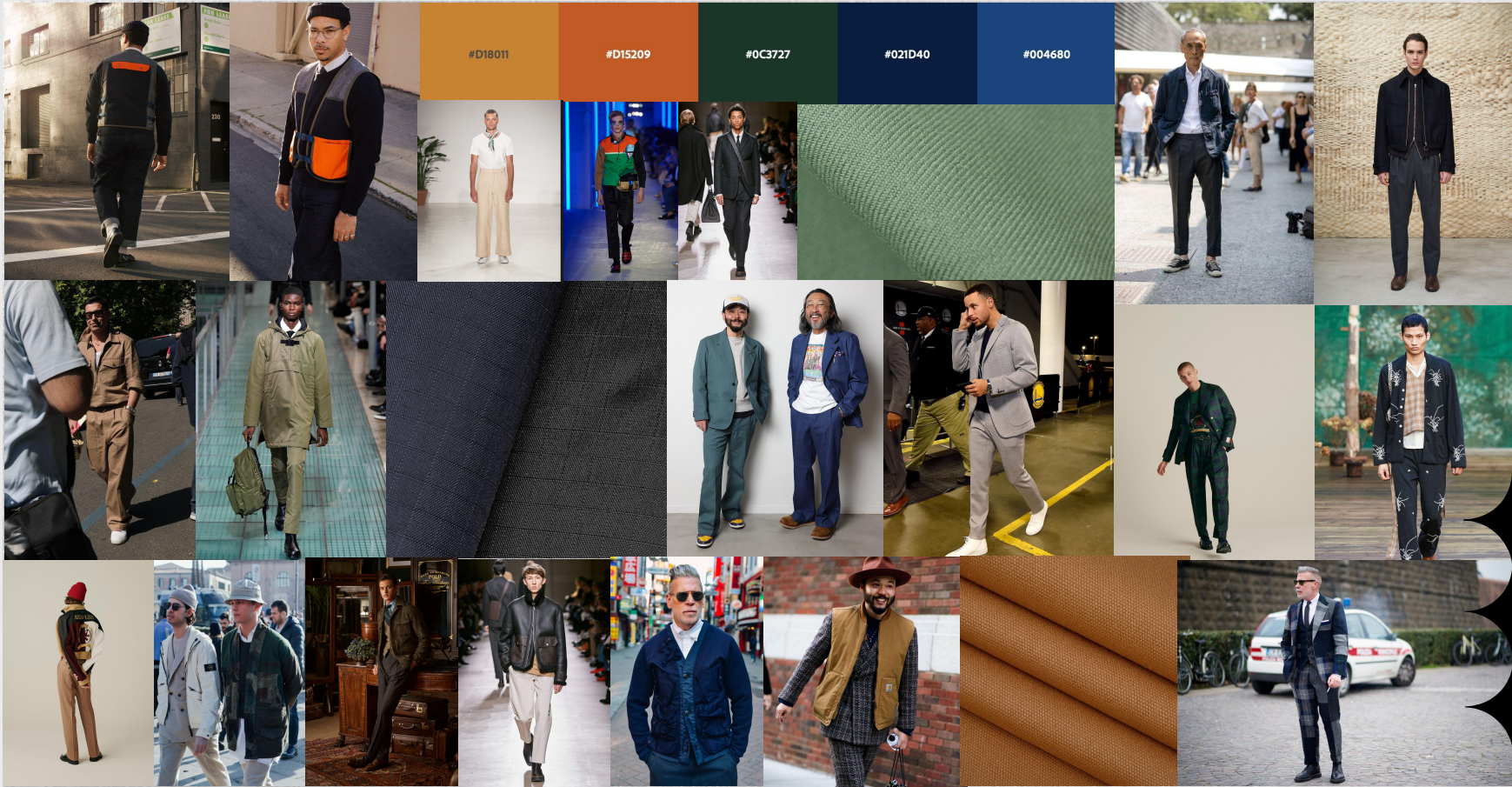
The culmination of trial, error, and purpose over a decade. Solving sartorial issues for impact and providing a taste of self actualization.

Values:

- ◆ Transparency
- ◆ Attentiveness
- ◆ Education
- ◆ Comfort

In short: MTM/MTO apparel designed with dynamic fabric, upcycled material, and shaped by a constant customer feedback loop.





#D18011

#D15209

#0C3727

#021D40

#004680

DESIGN THEORY (LUC)



LISTENING

I believe I can make
the best products
when I listen to end
user intently



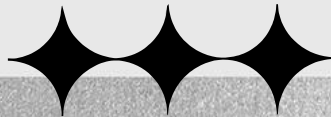
UTILITY

Every product I make
serves a purpose and
solves a problem for
the end user



CONNECTION

Problem solving
builds confidence in
users & strengthens
brand loyalty

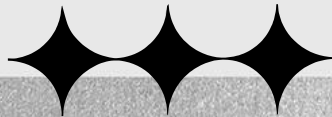


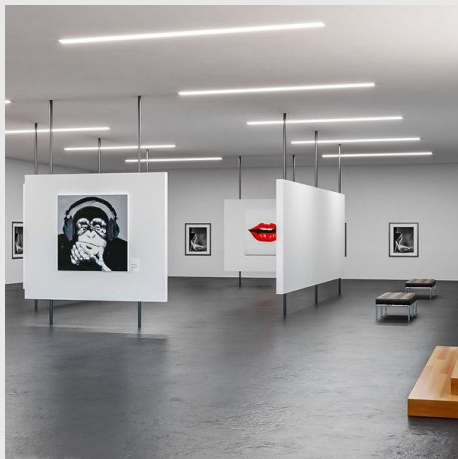
QUESTIONS FOR PROGRESS

- Who are the right partners? (Apparel investment)
- How can this be digitized? (Web 3.0 / Native experience)

Notes

- Sales modeling for MTM/MTO
- Market Analysis
- Updated production / cloth prices
- Team budget
- Production trip required to kick start launch





THE MEN'S ROOM

This is a gallery of tools for a positive well being. It serves everyone and is home to joy and connectivity. Each service outlined requires attentive listening to be effective.



THE MODEL



CAFE

A Japanese Hi Fi Bar that serves booze and coffee



SALON

Barber and salon that sells skin care products



CLOTHING

Made to Measure tailoring coupled with RTW classics



THERAPY

Counseling practice for peace seekers



TARGET

28%

Karl Jones
High Profile



Sports star, musician, actor. Wants a base for "cool" in the Bay Area. Seeks added luxury value in trivial services

- 24 - 35+
- >250k Annual
- Travels with pack or alone
- 1 - 2 services per visit

34%

Kim Smith
Tech Executive



Leader in product creation. Always looking for the next "vibe" as inspo for people centric tech.

- 26 - 34+
- >150k Annual
- Self or Client(s)
- 2 - 3 services per visit

38%

Mike Riggs
Regional Account Manager



Has the "work hard, play hard" attitude. Treats themselves to small luxuries to validate social status

- 28 - 40+
- >85k Annual
- Comes in pack
- 2 services per visit

SWOT ANALYSIS

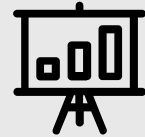


STRENGTHS

Multiple draws and chance for cross selling, frequently busy

WEAKNESSES

Possible high overhead, limited local buildings with adequate space

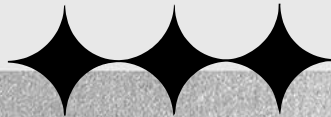


OPPORTUNITIES

Community building, attracts affluent clientele, able to pop up in other markets

THREATS

Dwindling free cash flow due to mass tech layoffs, robberies (location pending)

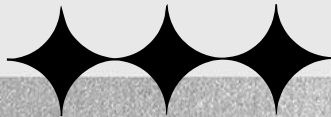


QUESTIONS FOR PROGRESS

- What does a model of success look like for this concept?
- Ideal location for biggest impact?
- Who are the right partners?
- How can this be digitized? (Web 3.0 / Native experience)

Notes

- Competitive analysis
- Floor plan ideas
- Inspiration trip with partners



TALK IT OUT

Further questions?

dariosmithjr@gmail.com

+01 (510) 302 7864

