

Lagacy Brand Guide - 68968 v2

Mission Statement

Lagacy Clothing Co. has embarked on an innovative, deep-rooted pursuit of urban style with cultural relevance. We are committed to building a legacy for our passionate youth and empowering them to enjoy their journeys into leadership. Ethically produced in New York City, our sleek and sophisticated clothing is made to rigorous quality standards and with exceptional attention to detail. We're here to challenge the status quo and reclaim streetwear as the fashion of future leaders. Together, we'll change the world.

Vision Statement

Combining classic silhouettes with next-level fabrications, heritage, and youth culture, Lagacy Clothing Co aims to invigorate, empower, and celebrate the next generation of powerful leaders who challenge societal norms and embrace their unique individualities.

Brand Narrative

A curated collection of classic essentials that take you from the morning commute to the nightly cocktail, Lagacy Clothing Co. is an independent streetwear brand based in New York City. Founded in 2020 by Rasaan Cole, Lagacy Clothing Co. is focused on premium quality, timeless style, and superior fit for the hip-hop subculture. Lagacy is for everyone who hustles tirelessly toward their goals, wants the perfect balance between comfort and couture, and is ready to transform the future while honoring the contributions and creativity of the culture's movers and shakers.

Lagacy is:

Driven but not singleminded

Accessible but not generic

Innovative but not trendy

Sophisticated but still gritty

Loving but still tough

Confident but not arrogant

Fun-loving but not frivolous

Urban but still down-to-earth

Brand Values

Balance: We know that our customers don't fall into a single box, so why would our clothes? We celebrate both the parents and the partygoers — often, they're the same people!

Ambition: What we wear reflects our biggest dreams and deepest passions. Our goal is to help our customers express their potential with stylish, go-getter attire.

Empowerment: We know times are tough and the world is set against us. We're here to help our customers dominate their personality, fashion, and ultimately their lives — to make their legacy.

Passion: We believe in working hard, playing hard, and everything in-between. Our clothing goes from day to night to early morning!

Nostalgia: The classics are the classics for a reason. At Lagacy, we tap into the legacy of hip-hop and urban culture — all the movers and shakers who brought us here. At the same time, we're taking those timeless fashions into a new era.

Brand Voice

Lagacy's brand voice is direct and authentic, like the cool friend that everyone wants to have. We're a bit tough and gritty at times, but we also know how to chill out and inspire others. Instead of talking down to people, we talk to them. We're having a conversation about our customers' ambitions and how we're going to help them express their drive and dreams. We can be sophisticated and stylish in our speech, but we're also relatable. We usually like to keep it short, but we'll talk for hours about our passion projects and our social missions.

The Six Dimensions of Voice

Lagacy's voice reflects its personality: cultured, friendly, and chill, yet passionate and gritty.

Funny ←————→ Serious				
		x		
Calm ←————→ Vivacious				
		x		
Matter-of-Fact ←————→ Enthusiastic				
	x			
Authoritative ←————→ Deferential				
		x		
Sympathetic ←————→ Dominating				
			x	
Succinct ←————→ Verbose				
		x		

Word Bank and Tone Guidelines

All copy should be simple, accessible, and written in active voice. Sentences should be concise and conversational, with lots of “we” and “you.” In marketing copy, we don’t talk about ourselves or our customers in the third person! Imagine that you’re the cool big brother or sister who has wisdom to share but also some tough love. We’re here to have conversations, celebrate the culture, and motivate future leaders — not blather on about our clothing’s features. We’re not afraid to cover some challenging topics, either!

While this brand is gritty and powerful, the copy shouldn’t be aggressive or shocking. Don’t mistake “bad words” for grit; minimize their use and focus on the emotional impact of what Lagacy is all about.

Bad example: Lagacy is the top clothing brand for aspiring leaders who want to prove their badassery while looking damn good.

Good example: Turn your passion into effortless expression. At Lagacy, we’re eager to empower your drive toward dominance — of your style, goals, and most amazing life.

The Six Dimensions of Tone

When speaking to customers, Lagacy’s tone is down-to-earth and aspiration, yet has a bit of toughness and grit behind it. We’re here to motivate and empower them, not talk down to them or push them into something.

Formal ←————→ Casual				
			x	
Conversational ←————→ Captivating				
			x	
Inquisitive ←————→ Declarative				
		x		
Didactic ←————→ Persuasive				
		x		
Irreverent ←————→ Respectful				
		x		
Volatile ←————→ Measured				
		x		

Word Bank

These are words that resonate with our target audience and exemplify our brand voice and tone. Use these in marketing copy to entice Lagacy leads and customers.

- Enjoy
- Pursue
- Family
- Nostalgia
- Cool
- Engage
- Lead
- Chill
- Create
- Inspire
- Entrepreneur
- Grit
- Effortless
- Community
- Luxe
- Rise
- Dominate
- Amazing
- Fresh

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SOURCES USED:

[documents provided]