

01. Brand Essence

Vintage roots, modern design.
“Story + Destroy = THESTROY”
Minimal, timeless, genderless.

THESTROY



02. Concept

Every personal story moves through cycles of construction and destruction.

Visual Manifesto:

- Neutral materials
- Clean proportions
- Durability

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03. Payoff & Tone of voice

Payoff: *Reset. Rebuild. Repeat.*

Tone of Voice:

- Essential, sharp, sophisticated

THESTROY

RESET. REBUILD. REPEAT.



04. Target Audience

- Age 25–50
- Less but better
- Fashion, design, art

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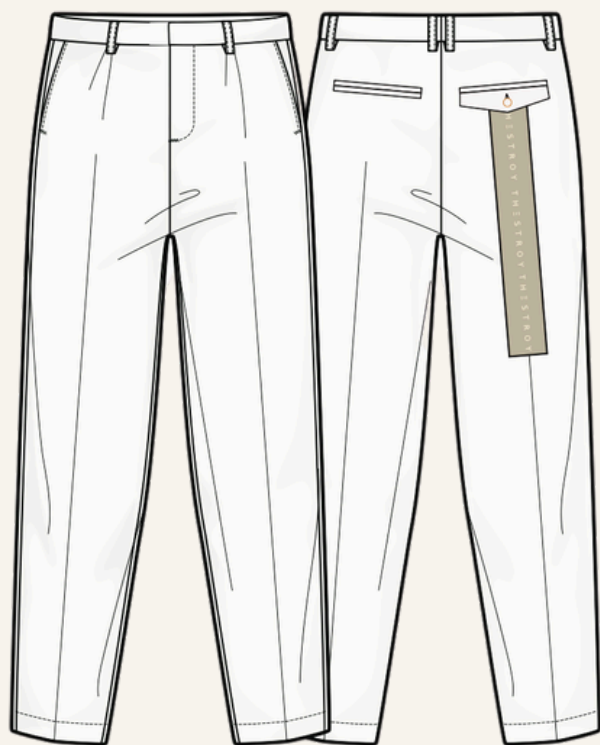
05. FW 26/27 New design

“INNO”



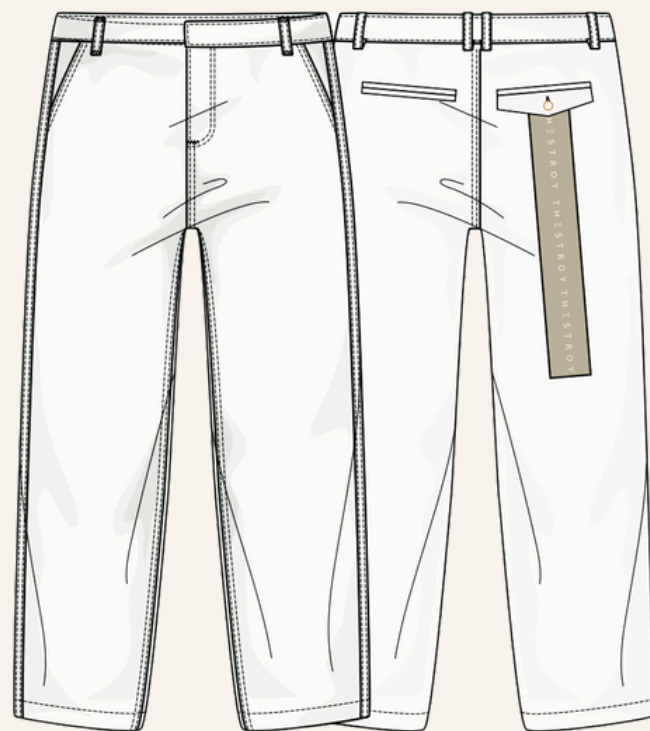
Palazzo pants

“ODE”



Chino pants

“AURA”



Work pants

06. Product

- Made in Italy
- Fluid fit
- Details matter: scratches and abrasions
- Markup up to 3.5

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07. Brand guidelines

TAUPE GREIGE
Warm Gray 4

LIGHT GREIGE
Warm Gray 1 C

CHALK WHITE
PANTONE 11-0608
TCX (Egret)

DUSTY BEIGE
PANTONE 14-1107
TCX (Peyote)

STONE GREY
PANTONE 16-1105
TCX (Fungi)



Recommended Applications

- Packaging: Warm Gray 4 C + Warm Gray 1 C
- Lookbook / Digital: Off-white / Egret as base, with taupe accents
- Labels / Hangtags: Taupe + Chalk White or Off-white
- Social / Web: Soft, muted palette with dusty whites, light beige, and subtle grey typography

Font:

- Helvetica Now ultralight
- Helvetica Now bold

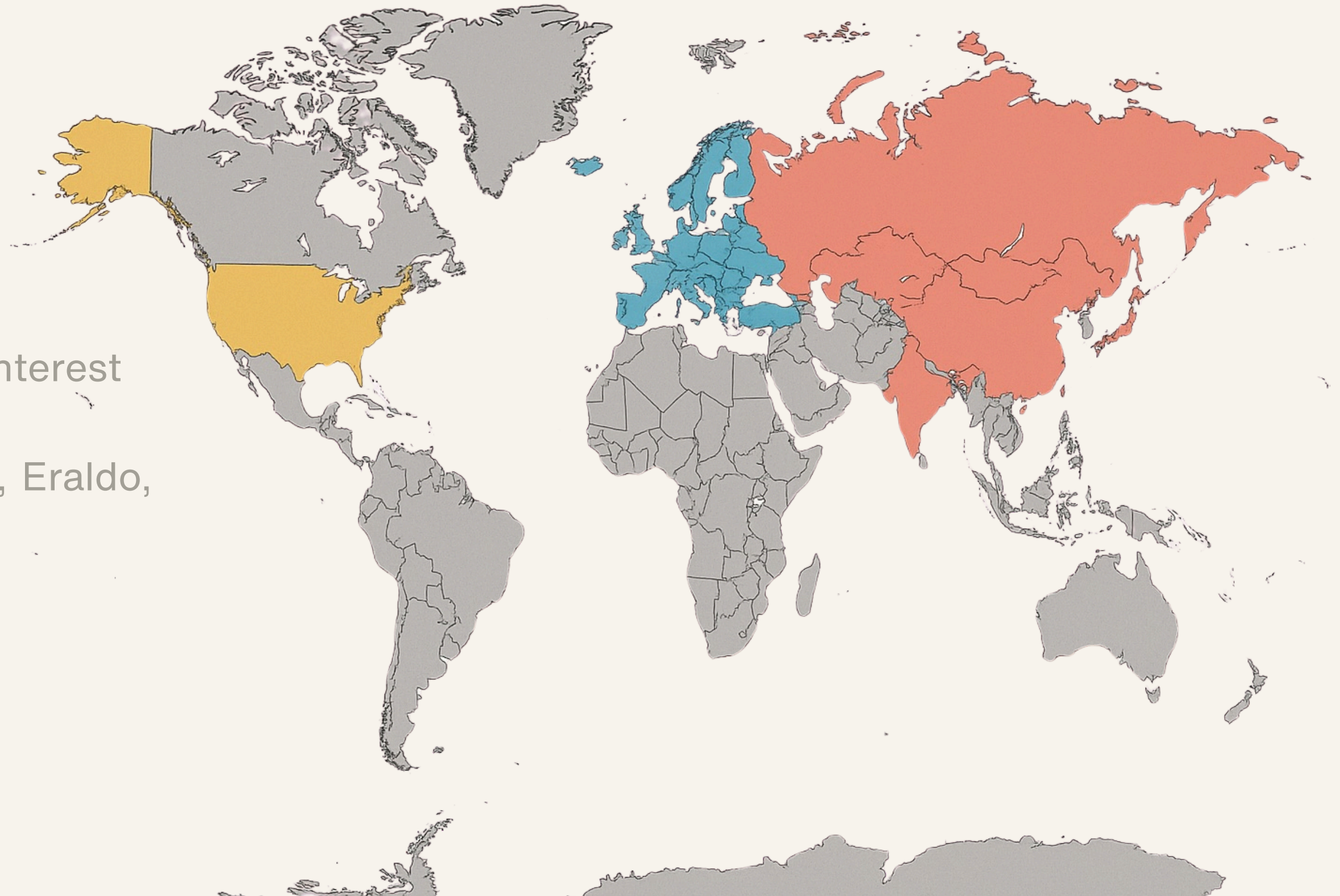
Tone of voice:

- Essential, refined, sophisticated
- Silent identity. Zero logomania.

THE STROY

08. Distribution

- Select boutiques
- Online store
- Digital platforms: Instagram, Pinterest
- International showrooms
- Stockists: Antonioli, Folli Follie, Eraldo, Cuccuini, G&B and more.

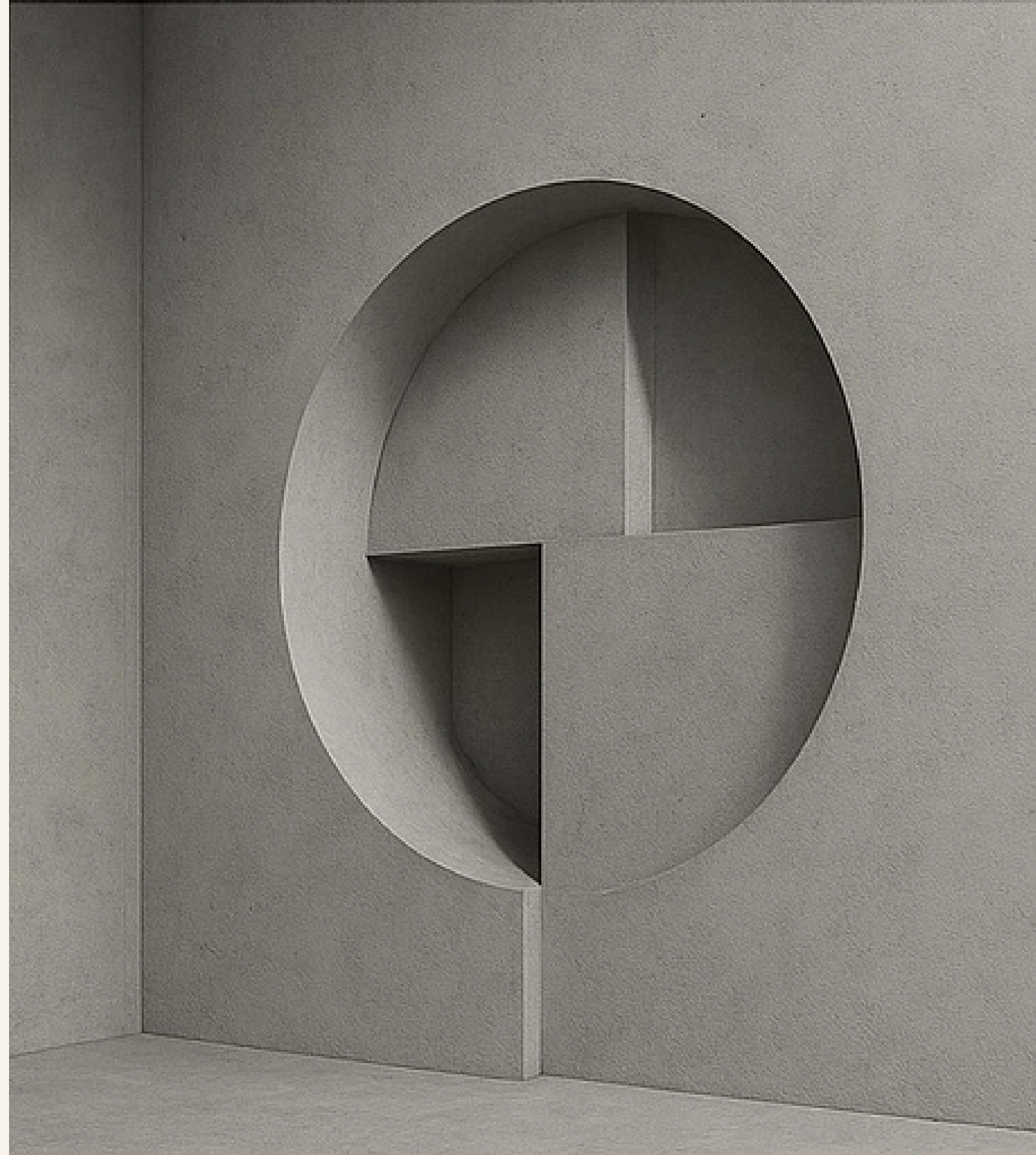


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09. Communication

“Silent identity. Zero logomania.”

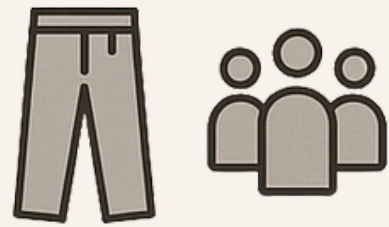
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10. Vision & Objectives

Y1-2

Product + Community



Build strong product
foundation and
loyal community

Y3-5

**Collab + Wholesale
+ Flagship**



Expand internationally
through collaborations,
wholesale, and
flagship store opening

11. Why Invest in THESTROY

- Strong, coherent visual identity
- High margin potential (premium positioning)
- Made in Italy, international appeal
- Cross-disciplinary reach: fashion, design, culture
- Market ready for silent, genderless, post-luxury aesthetics,

THESTROY



T H E S T R O Y

Reset. Rebuild. Repeat.

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