

SVRN

Brand Deck



SVRN is a catalyst for self expression that serves as a cultural hub and creative outlet with global outreach. Built by a team of people that take pride in their different interests within the industry, we pioneer the intersectionality between fashion, music, art and design.

SVRN

Bringing forth

intersectionality

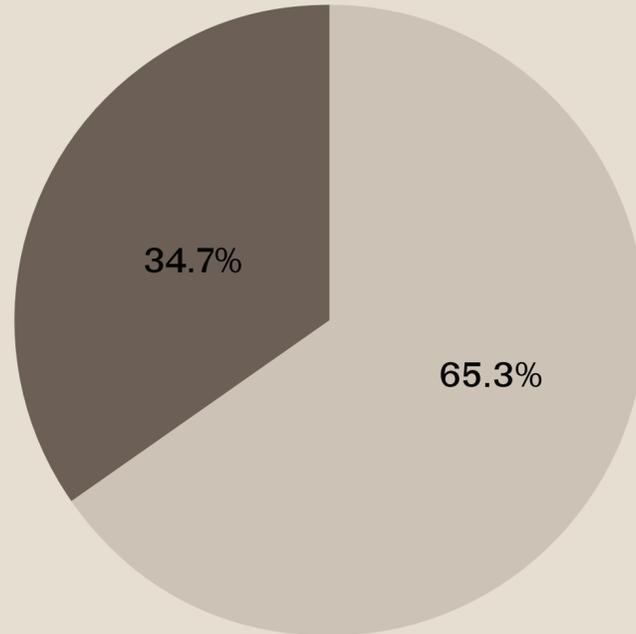
within the industry

by a means of self expression

through fashion, art and culture.

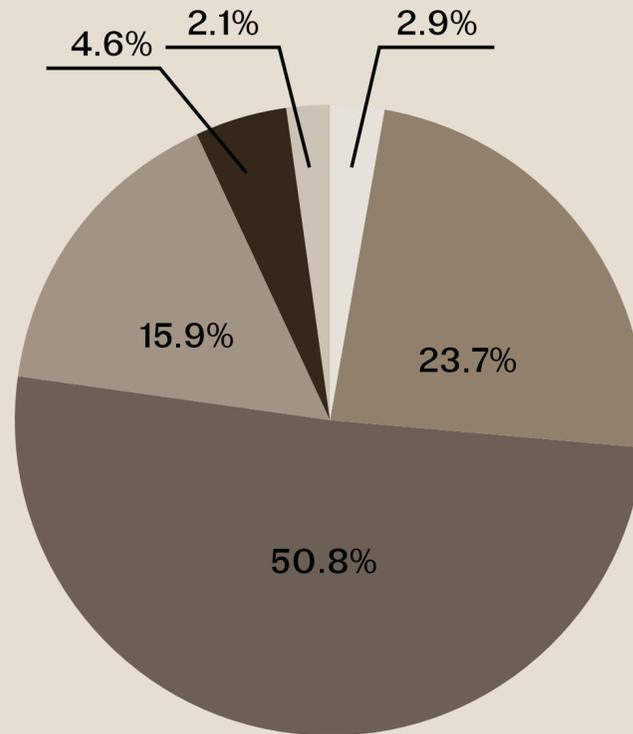
Online Analytics

GENDER



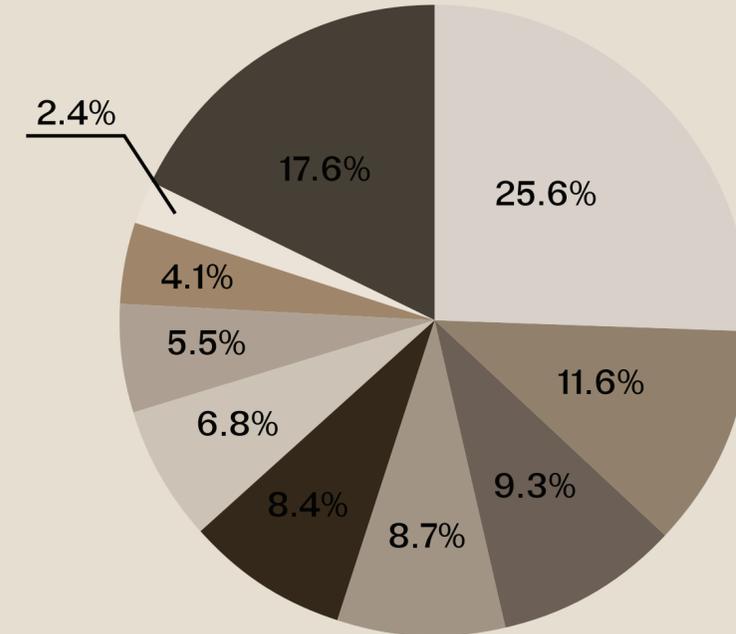
MEN 34.7%
WOMEN 65.3%

AGE

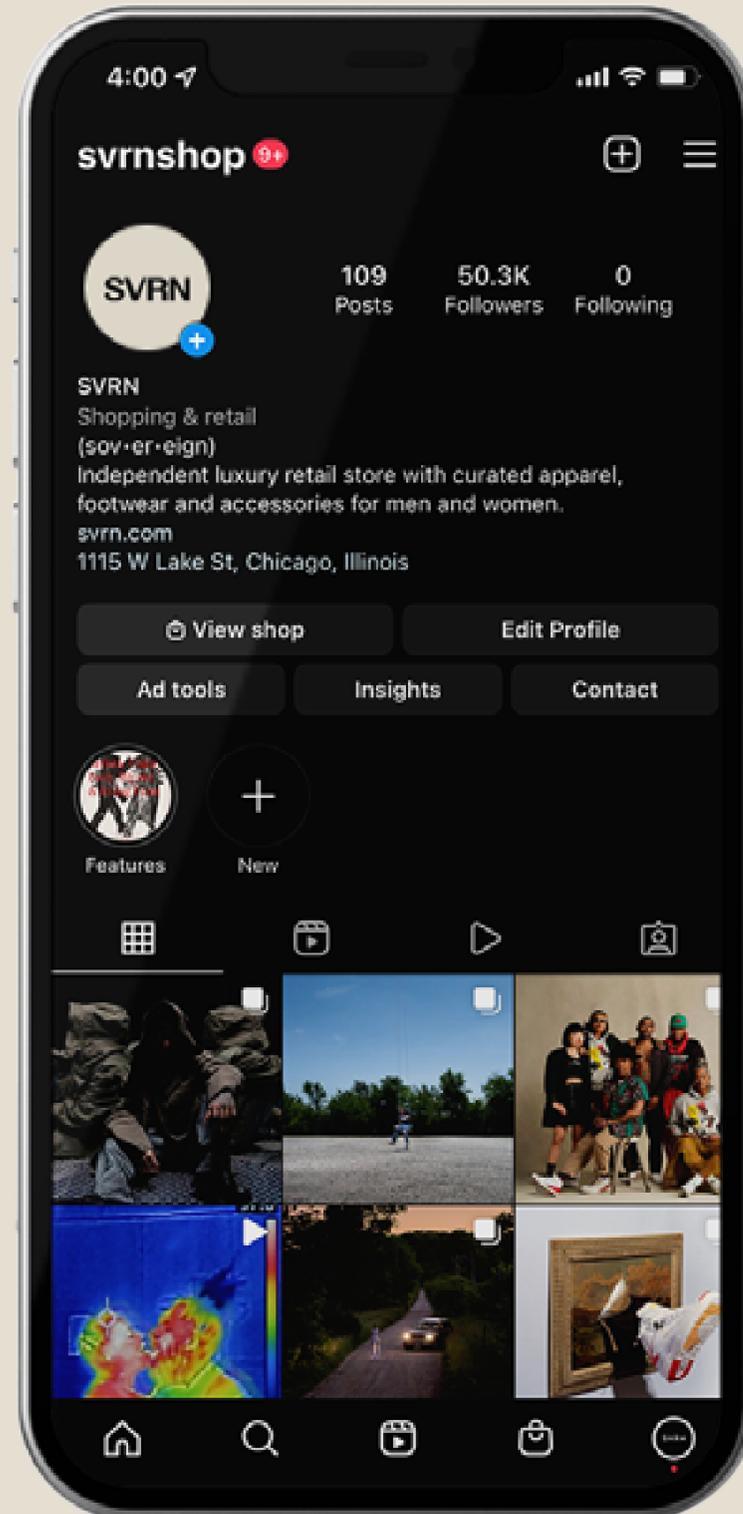


13-17 2.9%
18-24 23.7%
25-34 50.8%
35-44 15.9%
45-60 4.6%
60+ 2.1%

CITY



CHICAGO 25.6%
NEW YORK 11.6%
SAN FRANCISCO 9.3%
SEOUL 8.7%
LOS ANGELES 8.4%
DENVER 6.8%
MIAMI 5.5%
ATLANTA 4.1%
OSAKA 2.4%
OTHER 17.6%



Instagram, @svrnshop

Followers: 50.3K

Accounts Reached (Monthly): 20.1K

Engagement % (Monthly): 5.2%

Insights gathered from Meta for business for the month of June, 2021.

Brand Matrix

Men

1017 ALYX 9SM
11 BY BORIS BIDJAN SABERI
132 5. ISSEY MIYAKE
3MAN
ADIDAS
ARNAR MÁR JÓNSSON
ANDERSSON BELL
BAO BAO ISSEY MIYAKE
BORIS BIDJAN SABERI
BOTTER
CASABLANCA
COMME DES GARÇONS HOMME DEUX
COMME DES GARÇONS PARFUMS
CURVES
DRIES VAN NOTEN
ECKHAUS LATTA
ERL
FENG CHEN WANG
FFFPOSTALSERVICE
GREG LAUREN
GUIDI
GOOMHEO
HATTON LABS

HELIOT EMIL
ISABEL MARANT HOMME
ISSEY MIYAKE HOMME PLISSÉ
JIL SANDER
JIYONG KIM
J.L.-A.L.
JOHN ELLIOTT
JORDAN
JUUN.J
JW ANDERSON
KANGHYUK
MAISON MARGIELA
MAISON MIHARA YASUHIRO
MARNI
NAHMIAS
NAMACHEKO
NEMEN
NIKE
OUR LEGACY
POST ARCHIVE FACTION (PAF)
PETER DO
RAF SIMONS
RHUDE

RICK OWENS
RICK OWENS DRKSHDW
ROA
SÉFR
SUICOKE
VETEMENTS
VORMEN
WALES BONNER
WILLY CHAVARRIA
X.LIM
Y/PROJECT
YUME YUME

Brand Matrix

Women

1017 ALYX 9SM
132 5. ISSEY MIYAKE
ADIDAS
ANDERSSON BELL
AVAVAV
BAO BAO ISSEY MIYAKE
BLUMARINE
BY FAR
CASABLANCA
COMME DES GARÇONS PARFUMS
CURVES
ECKHAUS LATTA
ERL
FENG CHEN WANG
GANNI
GUIDI
GOOMHEO
HATTON LABS
ISABEL MARANT
JORDAN
JW ANDERSON
LA MANSO

MAISON MARGIELA
MAISON MIHARA YASUHIROMARNI
MELODY EHSANI
MISBHV
MM6
NANUSHKA
NAMACHEKO
NIKE
OUR LEGACY
PALOMA WOOL
PARIS TEXAS
POST ARCHIVE FACTION (PAF)
PETER DO
PLEATS PLEASE ISSEY MIYAKE
RAF SIMONS
RHUDE
RICK OWENS DRKSHDW
ROA
SANDY LIANG
SUICOKE
UGG
VETEMENTS

VORMEN
WALES BONNER
Y/PROJECT
YUME YUME

Flagship Renovation

We have partnered with the highly-awarded South Korean architectural firm WGNB, winner of the Emerging Interior Design Studio award in 2021. WGNB is working to elevate the store with a conceptual and luxury consumer-driven approach. This firm has designed the spaces for Juun.J, BOONTHESHOP, XYTS and more. Our new design incorporates a 1,200 sqft addition to the north side of the current space, which will be connected by tearing down the existing walls.

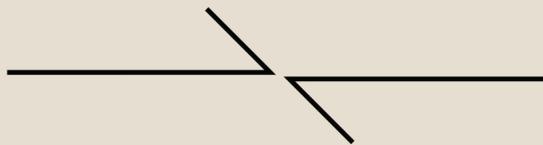
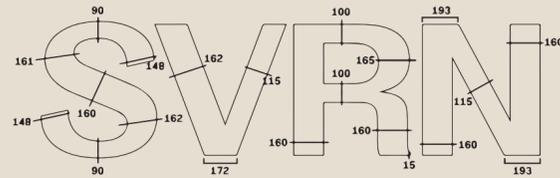
Juun.J, Brand Flagship

BOONTHESHOP, Multibrand Retail

XYTS, Multibrand Retail



2022 Rebrand



We have also redesigned our logo and insignia along with a bespoke corresponding font.

The type logo juxtaposes both senses of being grounded with a solid foundation against swift and nature driven dynamism. Sweeping forms in the organic vein, such as 'S' and 'R' contrast characters in the much more architectural and geometric realm of 'V' and 'N', paralleling the same relationship found in our store's redesign.

The insignia, while simple in form, is able to be used in a multitude of ways: standing alone, on its side, as a monogram etc. The converging points represent the intersectionality SVRN carries at its core.

Remodel, SVRN Chicago



Remodel, SVRN Chicago



Remodel, SVRN Chicago



Remodel, SVRN Chicago



Remodel, SVRN Chicago



Remodel, SVRN Chicago



Remodel, SVRN Chicago



Activations MARNI





Activations
MARNI

Activations



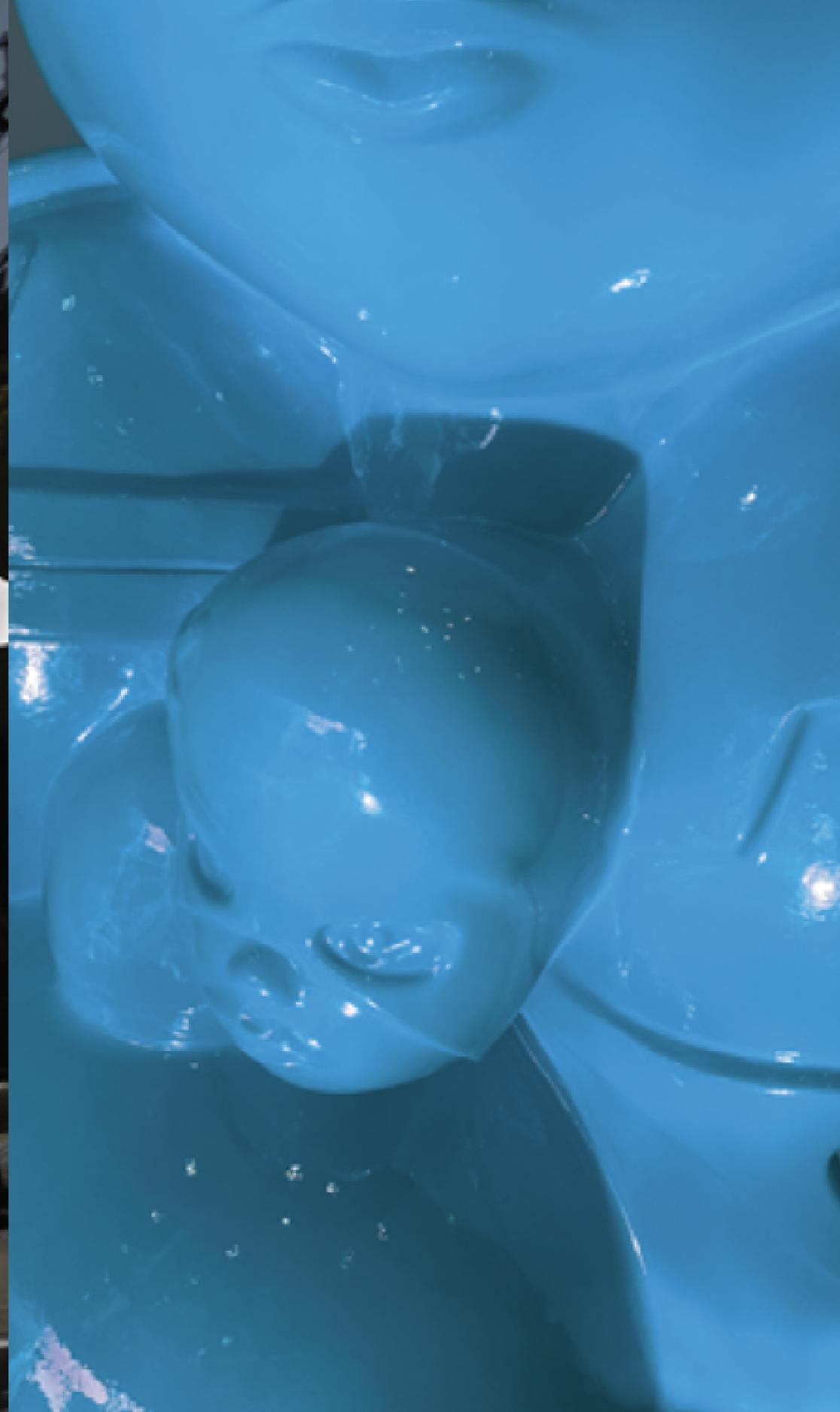
X **NINA
CHANEL**



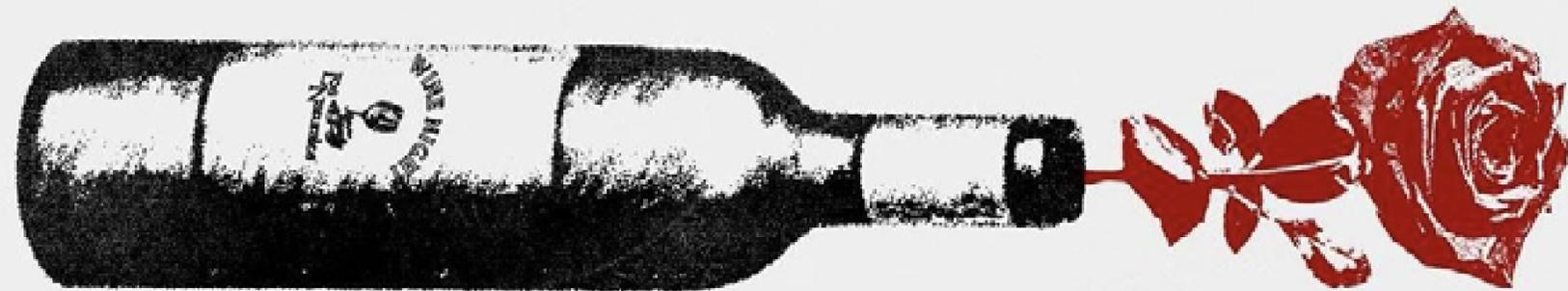


Activations

 X **NINA
CHANEL**



Wine Night at SVRN with *Los Naturales*



Thursday, December 9th, 8-10pm
171 N. Aberdeen St, Chicago, IL



Join us for an exclusive after hours shopping experience and complimentary natural wine tasting over a night of music and community.

Must provide proof of vaccination upon entry.

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Wine Night





Activations



NBA All Star Weekend



Activations

NBA All Star Weekend

SVRN

