

# **HUSTLE CITY CLOTHING**

**THOUGHTFULLY INAPPROPRIATE APPAREL**

# **Press Kit**

**St. Louis, Missouri**  
**HustleCityClothing.com**



# **BRAND OVERVIEW**

Hustle City Clothing is an independent St. Louis apparel brand producing made-to-order streetwear, accessories, and intimate apparel. Every product is created in small quantities or produced to order, allowing the brand to focus on original design, direct customer relationships, and intentional production rather than inventory volume. Known for graphic-driven apparel, unconventional product concepts, and a growing collection of custom-built shopping tools, Hustle City Clothing approaches fashion as both product and conversation.

## **QUICK FACTS**

- **Founded:** 2025
- **Founder:** Brian Ray
- **Headquarters:** St. Louis, Missouri
- **Business Model:** Made-to-Order
- **Categories:** Streetwear  
Intimate Apparel  
Accessories  
Custom Products
- **Website:** [HustleCityClothing.com](https://HustleCityClothing.com)
- **Instagram:** @HustleCityClothes

# FOUNDER



**BRIAN RAY**

**FOUNDER & CREATIVE DIRECTOR**

Brian Ray is the founder and Creative Director of Hustle City Clothing. Working as a solo operator, he designs products, develops custom ecommerce experiences, produces apparel, manages fulfillment, and oversees the brand's creative direction. His work combines streetwear, graphic design, queer culture, and independent manufacturing, with a focus on creating products that are memorable, highly personal, and intentionally different from mass-market fashion.

# **STORY ANGLES**

## **01 — MADE-TO-ORDER FASHION IN AN INVENTORY-FIRST INDUSTRY**

While most apparel brands compete through scale, Hustle City Clothing builds around production on demand. The model reduces waste, lowers inventory risk, and allows new ideas to reach customers without large manufacturing runs.

## **02 — ONE BRAND, TWO WORLDS**

Streetwear and intimate apparel rarely exist under the same independent label. Hustle City Clothing develops both categories in-house, treating clothing, confidence, self-expression, and personal style as part of the same creative system.

## **03 — A SOLO FOUNDER BUILDING HIS OWN TOOLS**

Beyond apparel, the brand develops custom ecommerce experiences, interactive product builders, and unconventional shopping tools designed specifically for its customers and products.

## **04 — INDEPENDENT MANUFACTURING AS CREATIVE FREEDOM**

Many products are designed, assembled, customized, or finished directly by the brand. The result is a faster path from idea to customer and greater freedom to experiment with new concepts.

## **05 — BUILDING COMMUNITY BEFORE SCALE**

From local pop-ups and vendor events to direct customer interaction online, Hustle City Clothing focuses on building relationships and audience engagement before pursuing traditional growth strategies.

# PRODUCT CATEGORIES



## APPAREL

STREETWEAR WITH SOMETHING TO SAY.



## UNDERWEAR

INTIMATE APPAREL BUILT FOR FIT, COMFORT, AND PERSONALITY.



## ACCESSORIES

FUNCTIONAL PIECES DESIGNED TO  
TRAVEL WITH THE REST OF THE COLLECTION.



### CHOOSE YOUR FIT 🧐

Two measurements. One perfect jockstrap. Don't guess — measure.

#### Waist Size (in inches)

This is where the band sits — around the top of your hips. Measure it, or check the inside of your jeans waistband. Two digits only.

32

#### Pouch Size

This is where your dick and balls go. Size accordingly — we accommodate everything from XS to XXL regardless of your waist size. No judgment, just fit.

XL

### FABRIC



## CUSTOM TOOLS

DIGITAL EXPERIENCES THAT TURN  
CUSTOMERS INTO COLLABORATORS.

# SIGNATURE PRODUCTS



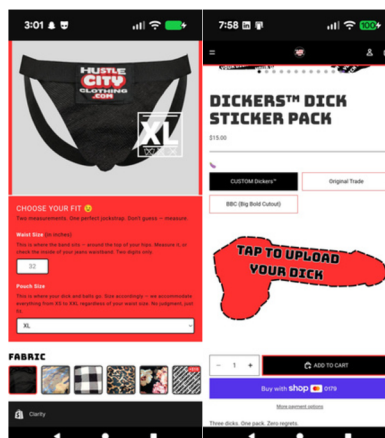
## T-SHIRTS



## ACCESSORIES



## UNDERWEAR



## BUILDERS/MINI UI TOOLS

# PHOTO GALLERY



# BRAND ASSETS



CORE BRAND IDENTITY USED ACROSS  
ALL CUSTOMER-FACING TOUCHPOINTS.



SHORT-FORM IDENTITY DESIGNED FOR EVENTS,  
QR MARKETING, AND RAPID BRAND RECOGNITION.



IDENTITY FOR THE BRAND'S ORIGINAL VIDEO  
AND ENTERTAINMENT PLATFORM.

# **PRESS CONTACT**

**BRIAN RAY, OWNER/OPERATOR**

**PRESS@HUSTLECITYCLOTHING.COM**

**314-669-5796**

**HUSTLECITYCLOTHING.COM**

**HCC314.COM**

**WE HOPE YOU ♥ IT!**