

Off the
HOURS

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INTRODUCTION

What IS AFTER HOURS

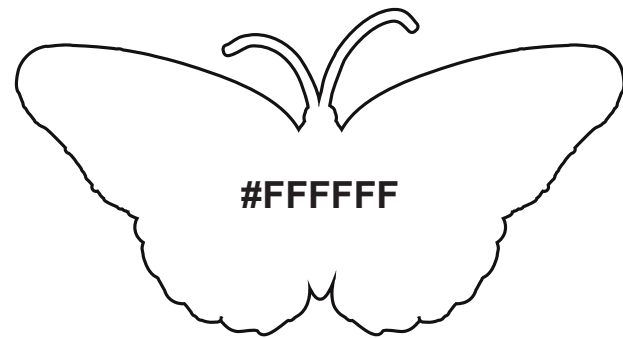
At After Hours, we're all about empowering individuals to embrace their true selves with clothing that not only looks great but feels even better. Our commitment to authenticity and sustainability is woven into every thread of our designs, ensuring that you can feel good about your fashion choices. We believe that fashion should be for everyone, and our clothing is crafted to make you feel confident and comfortable in your own skin.





BRANDING

Brand COLORS



Brand TYPOGRAPHY

TITLE TYPE

Aa Bank Script Regular

Aa Arial Bold

SUB TEXT TYPE

Aa Arial Regular





LOGOS

Brand LOGOS

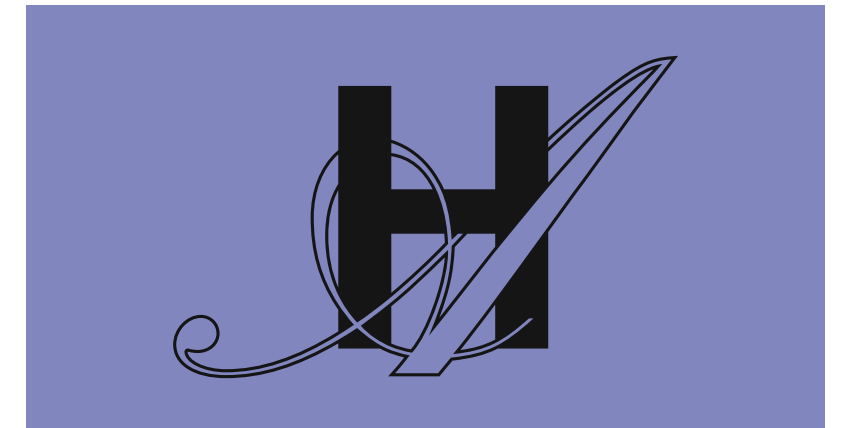
PRIMARY



SECONDARY



SYMBOL





THE LINE

Keep Dreaming TEE



Can't Talk TEE



Better Days TEE



Be Nice **BABY TEE**



Feel Good HOODIE



After Hours **CREW**



Self Love **EMBROIDERED CREW**



More... **TOTE**

More **love**
More **peace**
More **happiness**
More **empathy**
More **kindness**
More **gentleness**



After Hours **TRUCKER HAT**



Good Vibes **TRUCKER HAT**

*GOOD THINGS
ARE F*CKING
COMING*





PHOTOGRAPHY













THE DESIGNER

The DESIGNER

Hi! My name is Brooke. I wanted to create a project that combined my two passions, fashion & design. I really wanted to turn my dream into a tangible project. When it comes to creating a clothing brand and line, it's important to have a clear vision of what you want to achieve and in the end I was able to do that with After Hours. My goal was to create pieces that anybody could wear and design versatile and inclusive clothing. I hope everyone loves it as much as I do and can see how much passion went into creating it.



