

Thrich
BRIMS

for the Boldly Authentic

LOOKBOOK

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Brand Philosophy | For the Boldly Authentic, Celebrate the Richness in Life



Classics | Core forms, refined and made to order.



For those reaching their peak of inner power.

Rising Zenith

Grounded *Rebellion*



For those who stay rooted while standing out.

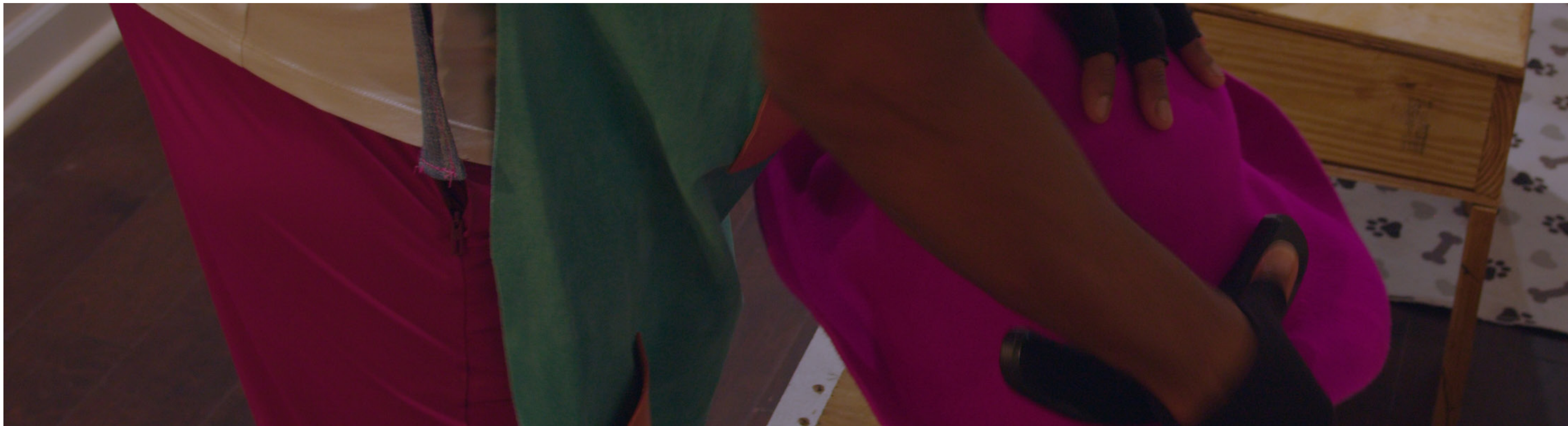




Sovereign *Dust*



For those who pushed through and own the journey.



Expressions | Elevated concepts and unique moments. Meant to stand alone.

Embodied *Authority*



For those who own their truth.





Vernal Covenant



For the person committing to themselves to grow.

Unflinching Acceptance



For the person who's learned to love themselves.





studio | A limited studio release. One thought, explored in small variations.



Life-giving — fluid, reflective, and connective.

Water

Wind



The invisible force that moves everything.





Fire



Transformation—the moment where energy shifts form and matter is forever changed



Bespoke | Artisan by nature. Bespoke by choice.

Honor the journey.



Alpha Kappa Alpha



Phi Beta Sigma



Two Bamboo *Mahjong*



Fort Wayne, Indiana

Electric Blue ZZ



Absolute Knowing



Artisan Hats | Meaningfully different.

*A*_B | ARTISAN
HATS