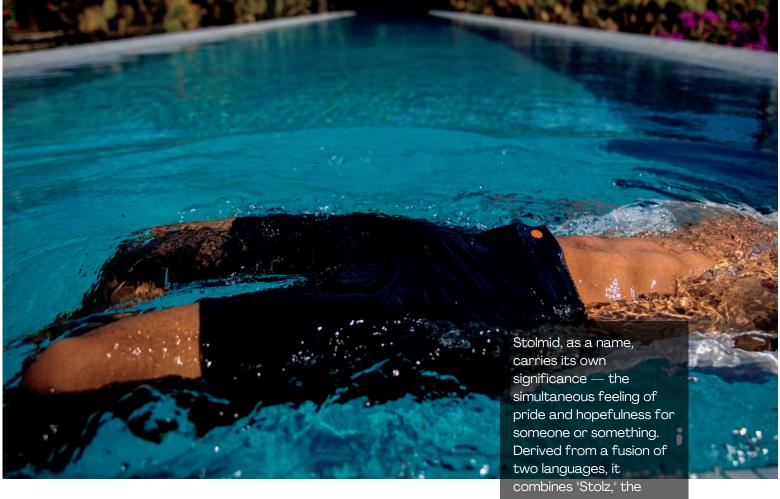
STOLMID

2023

MODERN ELEVATED SWIMWEAR





Orange Button

combines "Stolz," the
German word for proud,
and "Omid," the Farsi
word for hope. This
portmanteau reflects the
essence of our brand —
the simultaneous feeling
of pride and hopefulness
that fuels our endeavors.

Introducing the Shorts with the Orange Button: A Symbol of Hope and Full Circle Moments

Stolmid's commitment to meaningful design goes beyond aesthetics. Our signature **shorts feature a distinctive orange button** adorned with the phrase "good for many travels." This unique design element represents more than just a stylish accent, It pays homage to the vibrant spirit of exploration and serves as a nod to a familiar icon from the past, evoking a sense of nostalgia and wanderlust.

As a color, orange symbolizes hope. The orange button embodies the essence of hope and the promise of exciting journeys yet to come. Inspired by the resilience of the human spirit, it reminds us that even in challenging times, there is always the potential for new adventures and experiences. The deep symbolism reflects the founder's personal experience and transformative moments. leading up to It's creation.

With its circular shape, the orange button symbolizes the concept of "full circle moments." Life has a way of weaving together unexpected connections and serendipitous encounters that bring us closer to our dreams.

Stolmid itself is a testament to these meaningful intersections, where passion, determination, many touches of fate, and a the genuine presence of mind to appreciate their convergence created something truly remarkable.

The "Good For Many Travels" inscription on the button serves as a reminder that our shorts are not just garments but companions for your journeys. When you remember that exciting memory, we want Stolmid to be part of that picture. The button symbolizes a token fare used to catch a ride, subtly alluding to the tokens used to pay the fare for NYC public transportation.

Discover the power of hope, the allure of travel, and the joy of embracing full circle moments with Stolmid. Our shorts with the orange button not only elevate your style but also inspire you to embark on countless adventures, forging memories that will stand the test of time.



Step into the world of Stolmid, where dreams of travel and experiences come alive. The Stolmid Staycation, a six-day event held in the vibrant neighborhood of Nolita, NY, transported attendees to a realm of refined style and quiet luxury. This immersive event was a resounding success, drawing in loyal customers, captivating new audiences, and leaving an indelible mark on the local community.

The Staycation

Nestled among renowned high-end brands like Le Labo and Persol, the Stolmid Staycation, which ran from April 11-16, 2023 radiated an air of sophistication, creativity, and something not usually expected - genuine respectfulness. The Spring event allowed customers to purchase their summer gear right before Summer kicked off. The carefully curated space served as a testament to our commitment to creating versatile, long-lasting pieces that seamlessly transition from brunch to the beach. Every visitor had the opportunity to meet the founder, adding a personal touch and fostering a genuine connection between the brand and its community.

During the Stolmid Staycation, our collection took center stage, featuring an array of highly sought-after items. We unveiled the new Ecru and Red Rustic Vintage shirts for the warm days and Ecru hooded sweatshirts for cool nights on the beach, each subtly branded with an orange circle on the sleeve and hood. The elevated, quiet luxury of these garments resonated with fashion enthusiasts and left a lasting impression.

This interior design of the store was inspired by the serene beauty of Puerto Escondido, Oaxaca, the beach where the brand's journey began. The ambiance of the Stolmid Staycation captures the essence of beachside living, infusing it with the sophisticated urban charm of New York City. This fusion created a unique and captivating experience that resonated with those who appreciate the harmonious blend of coastal aesthetics and metropolitan allure.

Moreover, our commitment to showcasing the beauty of Puerto Escondido extended beyond the interior design of the store. We spray-painted the façade to mirror the oceanic scenes that the founder once captured on canvas during a pivotal moment of self-discovery. By bringing these

cherished paintings to life in the store's interior and on it's exterior, we aimed to spark curiosity, intrigue, and a deep sense of connection among passersby.

During the Stolmid Staycation, we proudly unveiled our limited quantity clothing line, meticulously crafted to reduce our environmental footprint and waste while focusing on uncompromising quality. This approach resonated deeply with our discerning audience, who sought not only exclusive pieces but also a brand that shared their commitment to sustainability.

The allure of exclusivity was heightened by the fact that our clothing is exclusively available during the Stolmid Staycation, adding to the appeal and excitement surrounding the event.

Throughout the event, Stolmid spread love by handing out flowers up and down Elizabeth St., introduced customers to Yola Mezcal Palomas, gave out tote bags as people walked by, and ensured that the community knew how grateful Stolmid was for being permitted to have a Staycation there.

As the event drew to a close, we bid farewell to the Stolmid Staycation, but our journey continues. We are already gearing up for the Spring 2024 Stolmid Staycation, where we will unveil our new collection, fusing style, artistry, and the allure of respect for our journey.

Join us as we embark on the next chapter of Stolmid, where we continue to redefine men's swimwear through limited quantity, sustainable creations that epitomize both quality and genuity.

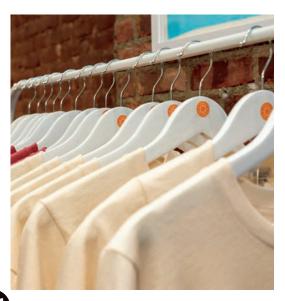
Was It a Pop-Up?

No, it was the **Stolmid Staycation**

Introducing the **Stolmid Staycation**: A Captivating Fusion of Fashion, Community, and Elevated Luxury







The Stolmid Staycation, a six-day event held in the vibrant neighborhood of Nolita, NY, transported attendees to a realm of refined style and quiet luxury.

The Brand STOLINO

Introducing Stolmid: A Fusion of Inspired Prints, Timeless Style, and Thoughtfulness and Respect

Real luxury Is the time we have on this earth to do something positive.

Stolmid, born amidst the breathtaking view of the Pacific Ocean from the beaches of Puerto Escondido, Oaxaca, emerged as a brand that weaves together the vibrant moments lived & experienced in diverse cities with a deep commitment to making a positive impact as a show of gratitude. The foundation of our brand lies in the belief that travel, experiences, and a sense of pride and hopefulness should resonate within every garment we create.

While Puerto Escondido ignited the spark, it was the both the collection of experiences lived and moments while in the locales of Phuket, San Miguel de Allende, and even the streets of Brooklyn that shaped our first collection. Founder Jelani Chance's approach to inspiration is driven by a deep sense of reciprocity rather than mere observation. "I never go to a city looking for









inspiration. I don't want to be a taker. Rather, I'm more focused about how can I contribute to that community. I just so happened to find creative inspiration while in these cities and for that inspiration, I am grateful and each design Is named after the place I was when I felt it", Jelani Chance, the founder of Stolmid. Reflecting on the Phuket shorts, for instance, with a story shared on the postcard that accompanies each purchased pair of Phuket shorts, he tells an engaging short story about how a mountainside ride after crashing his moped led to a composition that lived in his mind for four years until finding its home on a pair of shorts. As Jelani describes it, he was having a hard personal time when he visited Phuket. He knew needed to be there for some reason, but while looking at the Mangrove Trumpet Tree leaves during his ride, he saw each leaf as an individual moment in life that came together to create a beautiful scene. It paralleled life and right at that moment, he no longer just needed to be there, he wanted to as well. The pains he went through leading to this trip were all worth it.

We embarked on our path with a commitment to crafting garments that transcend fleeting trends and withstand the test of time, much like a treasured Rolex that is passed down through generations. Our vision for Stolmid encompasses timeless style that exudes quiet luxury, in stark contrast to the ostentatious displays of large brand names and logos. We believe that true elegance lies in subtle sophistication, a refined expression of one's personal style and never has to try hard to prove Itself. "Does a lion have to roar for you to know It's a lion?" asks Jelani. "We want you to see Stolmid and know exactly who we are and what we stand for."

Beyond creating exceptional apparel, Stolmid has always been driven by a profound sense of respect and responsibility. We have chosen to honor and pay homage to the cities that inspire us. It is a testament to our commitment to cultural appreciation and authenticity. Growing up In Brooklyn, Jelani witnessed how easy It was to appropriate minority cultures and as he interacted with diverse friends, he learned that there is a difference between inspiration and respectfulness versus appropriation. Stolmid is created with that in mind.

As part of our mission to give back, Stolmid embarked on a journey of philanthropy from its inception. With a pledge to donate a portion of proceeds to organizations supporting the communities that inspired our shorts, we soon realized the need for more impactful contributions. To make a genuine difference, we decided to donate 100% of revenues, not just profit, to organizations making a tangible impact in the communities that shaped out journey.

Through our giving initiatives, we have proudly supported organizations such as Mujeres en Cambio de San Miguel de Allende, The Possibility Project in NYC, CASA Academy, and the Phillips-Renner Foundation. By focusing on education, empowerment, and access to vital services, we strive to create lasting change in the lives of individuals and communities around the world.

Founded by a native of Brooklyn with Caribbean roots, Stolmid embodies the spirit of its birthplace. Our founder's personal style, shaped by years of embracing quiet luxury, serves as a guiding light for the brand. Growing up in Brooklyn, he witnessed the fusion of cultures, the strength of community, and the power of self-expression. These influences permeate Stolmid, infusing it with an authentic and dynamic essence.

As Stolmid's journey unfolds, we are dedicated to crafting exceptional garments, fostering meaningful connections, and creating a lasting legacy. With every limited-edition release, we invite you to join us on this remarkable adventure, where style, purpose, and the art of giving intertwine to inspire a brighter and more hopeful future.











Fin.

