



**LEGACY
HISTORY
PRIDE™**
www.SHOPLHP.com



ABOUT OUR BRAND

WE ARE A COLLEGIATE LIFESTYLE BRAND THAT EXPANDS THE POSSIBILITIES OF FASHION AND LIFESTYLE THROUGH UNIQUE STORYTELLING AND PRODUCT OFFERINGS. WE BUILT OUR BUSINESS BY PARTNERING WITH HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WHO ARE A REFLECTION OF THE MAKEUP OF URBAN AMERICA.

SINCE 2019 WE HAVE ENTERED THE SCENE WITH AUTHENTICITY AND ORIGINALITY THAT HAS BEEN EXPLOSIVE IN A MARKETPLACE THAT PROVIDES A UNIQUENESS AND NEWNESS CONSUMERS HAVE LONGED FOR.

MEET OUR CEO

Tahir Murray is the Creative Director and CEO of LegacyHistoryPride. He has been in the fashion industry since the day he could walk. As a 3rd generation entrepreneur in the apparel business, it has always been a dream to continue the Legacy that his grandfather started when he came to America in search of the "American Dream" as an immigrant from Trinidad in the 60s.

The Howard Alum started LegacyHistoryPride as a sophomore in college in 2019 and has witnessed historical success. The HBCU apparel brand reflects a large market of urban America and encompasses thousands of students and alumni across the country. LHP has been well-received nationwide and numerous celebrities ranging in sports, music, and entertainment have endorsed the brand.

Tahir is not only the face and brains behind one of the most formidable collegiate apparel brands in the nation. His philanthropic commitments include his partnership with the Atlanta HBCU Alumni Alliance which has resulted in six-figure contributions to scholarships for students in the Atlanta area.



Through his photography, creative direction, and design, Tahir has been able to lead his LHP team with intentional storytelling through every step of the brand's process. The 24-year-old entrepreneur has been able to work with major corporations and celebrities in finding ways to ignite conversations celebrating impactful legacies through fashion and philanthropic efforts.

It's hard to believe that he's just getting started, but for Tahir he states that he's here to continue the legacy of his alma mater by shattering glass ceilings.

LHP AT OUR CORE

1

LEADER IN HBCU APPAREL

"WHAT'S NEVER BEEN DONE BEFORE" IS A COMMON PHRASE WE USE WHEN IT COMES TO OUR PRODUCTS FROM START TO FINISH. IN A NICHE MARKET, WE PRIDE OURSELVES ON BEING THE LEADER IN HBCU APPAREL BY OFFERING PRODUCT AND AN EXPERIENCE THAT LEAVES OUR CONSUMERS ONLY ASKING FOR MORE

2

COLLABORATIONS

AS A LEADER IN HBCU'S, WE HAVE BEEN ABLE TO CONNECT WITH THE LEADERS IN SPORTS, TECHNOLOGY, AND ENTERTAINMENT WITH ONE OF A KIND COLLABORATIONS THAT ARE SYNONYMOUS TO HBCU CULTURE AND THE LHP DNA.

3

COMMUNITY + PARTNERSHIPS

WE HAVE BEEN ABLE TO UTILIZE STRATEGIC PARTNERSHIPS TO CONTINUE TO BUILD HBCUS AND COMMUNITIES OF THE LIKE WITH FUNDRAISING, SCHOLARSHIPS, PROGRAMS, AND EVENTS. POURING INTO THE COMMUNITY THAT POURS INTO US IS THE KEY TO LONGEVITY AND INCLUSIVITY IN SPACES WE ENTER.



Leader in Lifestyle and Apparel

A LEADER IN HBCU FASHION AND APPAREL
LEGACYHISTORYPRIDE IS HERE TO PROVIDE
SUBSTANCE, BUILD HISTORY, AND BRING
AUTHENTICITY INTO EVERY GARMENT WE
MAKE. FROM MEN'S CARDIGANS AND WOMEN'S
FLEECE TOPS TO PREPPY VARSITY JACKETS
AND MORE, THE COMMON THREAD IS HERITAGE.
WE STRIVE TO AWAKEN AND STRENGTHEN A
SENSE OF PRIDE BY CAREFULLY DESIGNING
TAILOR-MADE APPAREL THAT EVOKES THE
RICHNESS AND UNIQUENESS SYNONYMOUS TO
THE CULTURE WHOSE FOUNDATION WE STAND
UPON.

WITH EVERY LEGACYHISTORYPRIDE SALE, A
PORTION OF THE PROCEEDS SPECIFICALLY
BENEFITS THE COLLEGE OR UNIVERSITY
THROUGH OUR LICENSING AGREEMENTS.



Morehouse Polo Team Campaign



Spring Semester Product Launch

COLLABS + PARTNERSHIPS

Authenticity

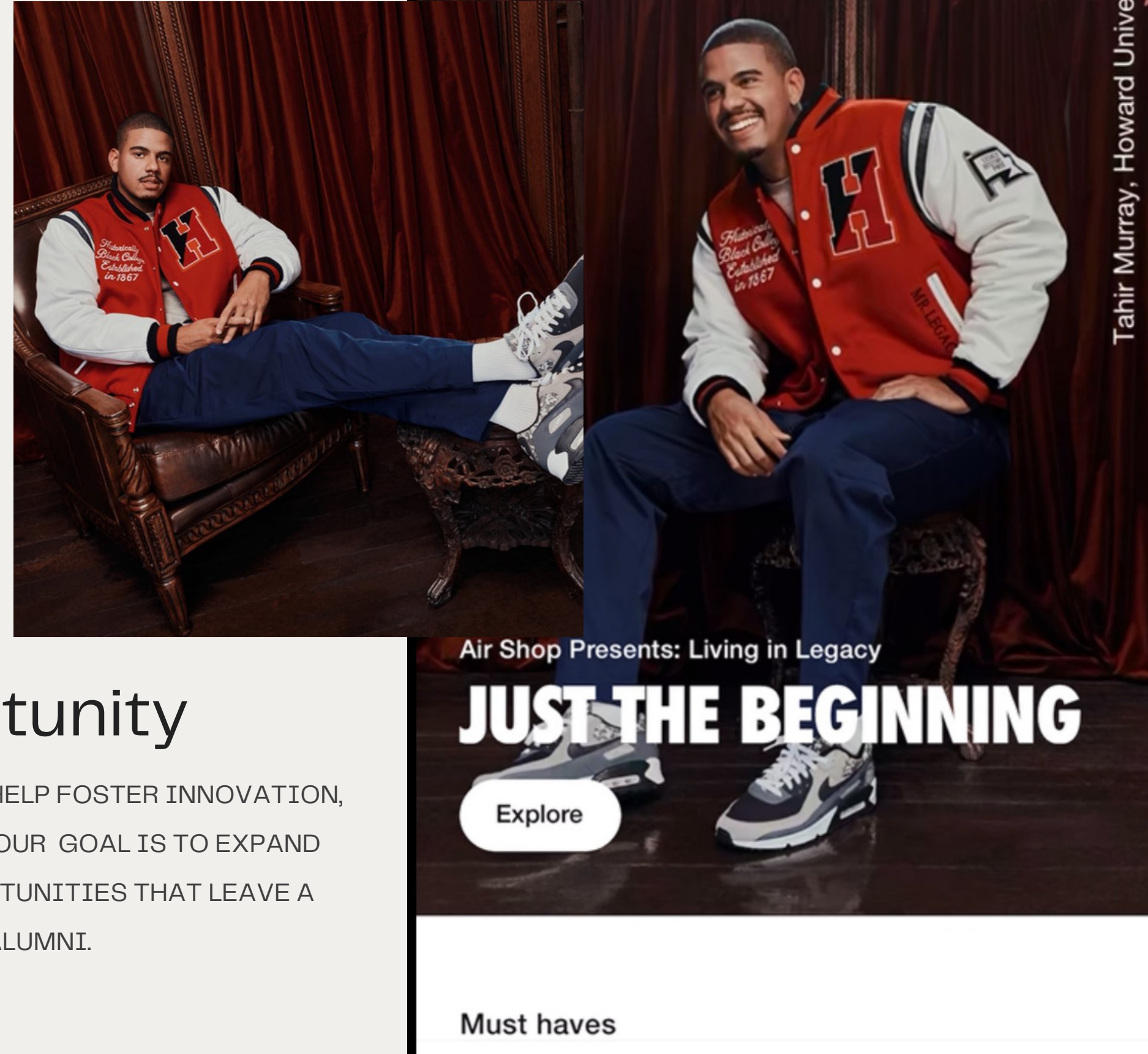
WHEN WORKING ON COLLABORATIONS, AUTHENTICITY IS WHAT WE KEEP IN THE FOREFRONT OF THE CONVERSATION. OUR RELATIONSHIPS WITH THE ALUMNI AND STUDENTS IN HBCU SPACES GIVE US THE CREATIVE FREEDOM TO SHARE STORIES THROUGH PRODUCT IN WAYS THAT ARE TRUE TO OUR CONSUMER AND OUR MARKET.

Exposure + Opportunity

OUR COLLABORATIONS AND PARTNERSHIPS HELP FOSTER INNOVATION, CAMPUS RELATIONSHIPS, AND CREATIVITY. OUR GOAL IS TO EXPAND NETWORKS AND OPEN DOORS TO NEW OPPORTUNITIES THAT LEAVE A LONG-LASTING IMPACT ON STUDENTS AND ALUMNI.

Nike Campaign

Featuring LHP Products
Nike Yardrunner Campaign



The image is a promotional graphic for the Nike Yardrunner Campaign. It features two photographs of Tahir Murray, a student at Howard University. In the left photo, he is sitting on a dark leather armchair, wearing a red and white varsity jacket with a large 'H' on the chest and blue pants. In the right photo, he is sitting on a stool, wearing the same jacket and pants, and smiling. The background is a dark red curtain. At the bottom, there is a black banner with white text that reads 'Air Shop Presents: Living in Legacy' and 'JUST THE BEGINNING'. Below this, there is a white button with the word 'Explore'. At the very bottom, there is a white banner with the text 'Must haves'.

Tahir Murray, Howard University

Air Shop Presents: Living in Legacy

JUST THE BEGINNING

Explore

Must haves

COLLABORATIONS



Nickelodeon



AWAKE NY



Bleacher Report

COLLABORATIONS

Just a few of our favorites....



PARAMOUNT
FALL 2023



NBA
BROOKLYN NETS
LA CLIPPERS



GOOGLE
EXCLUSIVE MERCH FOR
HBCU FOOTBALL
CLASSIC



BLEACHER REPORT
CAPSULE COLLETION

Most Recent Collaboration

LegacyHistoryPride x Nickelodeon



LHP x Hey Arnold



LHP x Rugrats



Creative Direction, Tahir Murray

COMMUNITY

LHP is a brand built on community. Thanks to our supportive customer base and our unique partnerships, we are able to collectively find ways to build on community in Black spaces through scholarships, events, and fundraising.

Without our customers, we are nothing! Whether it's through HBCU 5k's, fan experiences, at sporting events, or scholarship fundraising, we make it an essential part of LHP to create spaces for our culture to thrive through the lens of fashion.





OUR CEO, TAHIR MURRAY, SERVES AS HBCU AMBASSADOR FOR BLACK LIVES MATTER. AS AMBASSADOR HE COORDINATES PROGRAMMING AND SCHOLARSHIPS ALLEVIATING FINANCIAL BURDENS THAT ARRISE IN HBCU COMMUNITY. SPRING 2023, TAHIR HELPED ONBOARD OTHER HBCU AMBASSADORS FOR BLM PRIOR TO THE LAUNCH OF THEIR "STUDENT SOLIDARITY FUND", THE LARGEST SCHOLARSHIP CONTRIBUTION FROM BLACK LIVES MATTER



SINCE 2019, WE HAVE BEEN IN PARTNERSHIP WITH THE ATLANTA HBCU ALUMNI ALLIANCE. TOGETHER WE HAVE HELPED CONTRIBUTE OVER 6 FIGURES IN SCHOLARSHIPS AND GRANTS FOR CURRENT AND PROSPECTIVE HBCU STUDENTS.

ADDITIONALLY, WE PARTNER WITH THE ALLIANCE FOR EVENTS AND STRATEGIC PARTNERSHIPS WITH VARIOUS OTHER HBCU ALUMNI ALLIANCES ACROSS THE NATION.



LOAT REPRESENTS AN UNPRECEDENTED MODEL OF WOMEN WITH PURPOSE. THEY ARE A COMMUNITY OF WOMEN WHO LOVE NORTH CAROLINA A&T STATE UNIVERSITY. THEY REPRESENT A NONTRADITIONAL SOURCE OF SUPPORT AND ARE INTENTIONAL IN UTILIZING THEIR PHILANTHROPIC STRATEGY TO EXECUTE PROGRAMS THAT BENEFIT THEIR ALMA MATER.

IN PARTNERSHIP WITH LOAT, LHP HAS BEEN INSTRUMENTAL IN THE FUNDRAISING EFFORTS FOR BUILDING THE LOAT ENDOWMENT FUND

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THE
UNDEFEATED

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