

**SCHEUNEMAN**

MADE IN ITALY. // // // .CREATED IN THE US

# THE STONE COLLECTION LOOKBOOK



## THE STONE COLLECTION

The tragic loss of Stone Foltz in 2021 has set in motion a Butterfly Effect, a metaphor suggesting that the flapping of a butterfly's wings in one part of the world could set off a chain of events in another part of the world. The world is vast and complex, and it may sometimes seem that our small decisions and actions have little to no impact on the big picture. The butterfly effect asks us to be thoughtful with our decisions because we never know what the consequences of those decisions are. It can also be incredibly motivating, as it suggests that our actions DO matter in altering the trajectory of the world, no matter how small they might be.

Stone Foltz died from hazing during initiation practices as he was joining a fraternity. He lost his life after he was forced to drink a lethal amount of alcohol at a fraternity ritual. The tragic event made national headlines, and reached Colin and Julian Scheuneman, the designers behind Scheuneman. When they discovered that Stone dreamed of becoming a fashion designer and owning his own clothing line, they knew they could help him fulfill that dream, posthumously. So, they approached Stone's family with the opportunity to collaborate on a clothing line that would showcase Stone's personality and style and carry on Stone's legacy.

### INTRODUCING THE STONE COLLECTION FROM THE DESIGN TEAM OF COLIN AND JULIAN SCHEUNEMAN

The clothing is inspired by Stone, designed by the Scheunemans and produced in Italy. It features strong symbols and personal messages which celebrate Stone's life and represent positive messages of hope and change. The designers describe the aesthetic as streetwear with meaning.

Everyone who knew Stone says he was thoughtful, compassionate, and considerate of others. His genuine kindness and love of life and family made a memorable and lasting impression on everyone he met. In high school, Stone began to combine his interest in painting with fashion design ideas with his best friend, Jake. Together they dreamed of owning their own fashion business but when Jake lost his life in a car accident, Stone had to forge ahead on his own in honor of his friend. Now, those dreams are being carried out by the Scheuneman brothers. Stone would never have imagined how his plans of applying these artistic techniques to clothing design would eventually unfold. Though he was tragically prevented from realizing his dreams, they are now bringing awareness to the dangers of hazing.



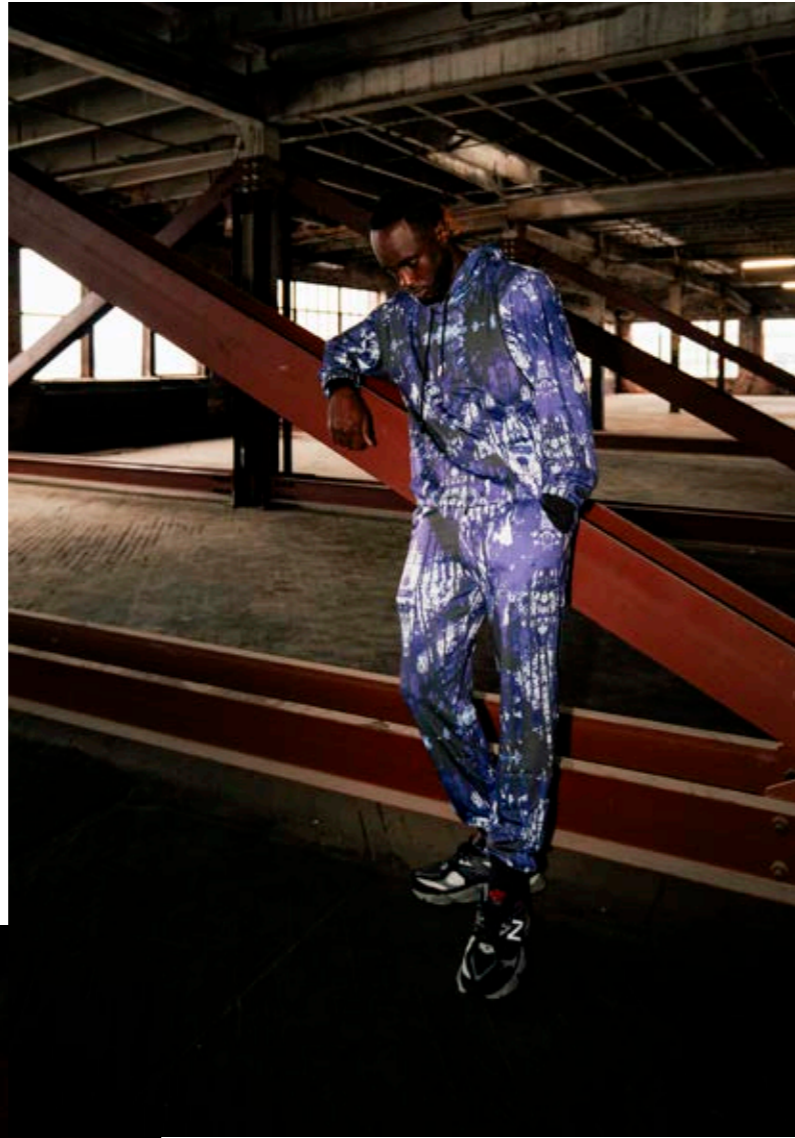
"The more we learned about Stone and his younger brother AJ, the more we realized how similar our experiences have been, both as brothers and as fashion influencers. From sharing favorite colors and music to lifestyles and design aesthetics, this collaboration was natural and very impactful."

- Julian Scheuneman

For Stone's parents, the experience of seeing a clothing collection inspired by their son was humbling. "To watch his ideas brought to life in a line of clothing felt like he was still here helping create them." - Shari Foltz. "This line of clothing allows my son's legacy to live on and it's a way to celebrate him. We hope those that wear the clothing feel his love and kindness."

- Cory Foltz

When Stone's family and friends see a blue butterfly, they are reminded to celebrate his life and his ongoing legacy. Everyone who wears this clothing shares the message of the goal to end hazing and carry out Stone's dreams.



**SPLATTERED PAINTER'S  
EFFECT HOODIE**

Hoodie with custom-dyed fabric.



**SPLATTERED PAINTER'S  
EFFECT JOGGERS**

Joggers with custom-dyed fabric,  
front hand pockets, elastic cuffs  
and waistband with exterior  
drawcords.

**BEHIND THE DESIGN**

Stone's paintings were inspirational to the collection. He loved experimenting with painting with abstract designs on canvas. This technique inspired Julian to paint prints on canvas and scan them to cover the garment.



### SHATTERED BUTTERFLY HOODIE

100% heavyweight  
brushed cotton with printed  
graphic pouch pocket and custom  
metal aglets.



### EMBROIDERED BUTTERFLY JEANS

Italian stretch denim black jeans,  
lightly distressed, with three  
embroidered butterflies on front  
and signature stacked fit classic  
5-pocket design.

### BEHIND THE DESIGN

The hoodie was Stone's favorite item of clothing to wear. The printed "shattered butterfly" design represents Stone's love of blue butterflies.

This hoodie was inspired by one of Stone's favorite hoodies that had a butterfly graphic. Also, Stone loved butterflies so now when the family sees butterflies it's a sign and reminder of his presence.





#### ARTISTIC VISION SWEATSHIRT

Brushed french terry, white crewneck sweatshirt with dark blue printed graphics and rib knit collar.



#### DOODLE JEANS

Distressed washed, light blue Italian stretch denim jeans with stacked fit, classic 5-pocket design and signature leather Jacron label.

#### BEHIND THE DESIGN

The design for this crewneck features a blue butterfly and dragonfly. The eye on the front of this sweatshirt is a traced version of Stone's actual eye.

All the handpainted graphics on the doodle jeans represent Stone's character and his interests. The graphics on the doodle jeans are hand painted.



#### MUSIC NOTE SWEATER

A blue all over ribbed knit sweater with printed black music notes on front, back & arms along with Scheuneman printed on back ribbed cuffs and collar.



#### CARGO JOGGERS

Black on black joggers with 4 different styles of pockets. 2 of the pockets are snap button pockets. Embroidered, logo and printed graphic on left sewn on pocket.



#### BEHIND THE DESIGN

The music notes are the same notes from Stone's favorite song.

Classic joggers pair nicely with the rest of The Stone Collection.



#### IMPRINT HOODIE

Black and white zip-up hoodie with front pockets and printed designs on front, back and sleeves.



#### IMPRINT JOGGERS

Black and white joggers. Metal aglets with the brand's logo etched in.

#### BEHIND THE DESIGN

Artists have used the handprints motif for eons. This design symbolizes the lasting impression Stone left on everyone who met him. It is his brother AJ's favorite design. The back design represents the mission statement of the iamstonefoltz FOUNDATION: "Never Leave Anyone Behind".

The graphics below the back design have different meanings. The 5 and 8 graphics represents Stone's favorite numbers that eventually became his sports numbers. The two hands represent the impression Stone left and people coming together for good.



#### "STONE'S BEACH" PHOTO TEE

T with printed photograph, designer signature and GPS coordinates to beach site.



#### BEHIND THE DESIGN

Stone loved the beach as symbolized by the sun, sand and water. The design photo was taken near the Bushiribana Ruins of Aruba.





#### HALF HOODIE

A cut and sewn quarter zip hoodie with front embroidery and printed design on bottom band.



#### DISTRESSED SASHIKO JEANS

Black stacked distressed jeans with Sashiko style patches, classic 5 pocket design with Jacron label.

#### BEHIND THE DESIGN

This hoodie design was inspired by Stone's personal design journal illustrations. It is a composite of several drawings and features Stone's initials (SF) embroidered on the hoodie front.

Stone always wore jeans and this piece pairs nicely with the entire collection.



### CIRCLES JEANS

Italian stretched denim, lightly washed blue jeans with front embroidery circle designs, stacked fit and signature Jacron leather label along with classic front pocket design.

### BEHIND THE DESIGN

These jeans were inspired by an image of Stone on the iamstonefoltz FOUNDATION website (wearing just jeans and T). The designers used this image to create their own take and interpretation to create the Circles Jeans. The Circles Jeans are art created with strong purpose and emotion.





### DOODLE TEE

Crewneck t-shirt with all over doodle style graphics.



### OVERSIZED AIRBRUSH TEE

A purple oversized crew neck with airbrush details with a printed design on front.



### BEHIND THE DESIGN

The design for the Doodle jeans and T was inspired by Stone's family's shared memories. Hand-painted graphics on front and back represent Stone's strong energy and vibe.



### PRISM TEE

A black crew neck T shirt with printed design on front.

### BEHIND THE DESIGN

The design is reflective of how we as a brand will be moving forward with all future collections where we design with purpose and meaning. This collection showed us what is possible when purpose, meaning and creativity merge together to create impactful designs.



# THE FOUNDATION COLLECTION

First. Fearless. Finest.



LEATHER BIKER  
JACKET



LOGO PATCH  
JOGGERS



ZIPPER POUCH  
SWEATSHIRT



SATIN SLIM FIT  
BUTTON UP



BLUE PATCH  
SKINNY JEANS



GREEN PATCH  
SKINNY JEANS



GOOSE PHOTO TEE



SCHEUNEMAN  
LOGO V-NECK



SCHEUNEMAN  
LOGO BELT





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