

coop

STAPLE



PEER INFLUENCERS
CREATIVE LEADERS
AMBITIOUS HUSTLERS

WHAT IS THE COOP?

The Coop is a network of ambitious individuals executing innovative ideas. This grassroots team is instrumental in sharing the Staple Pigeon clothing brand with their local market.

By performing interactive tasks and eventually pitching their own activations or campaigns, COOP members learn invaluable marketing and leadership skills while educating their local audience about our Positive Social Contagion.

Being a member of the COOP is rich in rewards, but unpaid. College credit is available where applicable.



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ABOUT STAPLE PIGEON

In 1997, jeffstaple, who was then a student at Parsons School of Design, walked into a small shop in New York City and received his first order of 12 hand silkscreened t-shirts and Staple was officially open for business.

In 2005, while building his burgeoning brand, Nike asked jeffstaple to design a special sneaker to represent New York City. The iconic Staple Pigeon logo was conceived and branded on the heels of a limited (and now highly coveted) pair of The Dunk Lo Pro SB. The release was heavily covered by the press and exposed sneaker culture and Staple to the masses.

@StaplePigeon is now a world-renowned symbol that reflects the gritty & neverending energy New Yorkers (and all urban dwellers) possess. It influences Staple's extensive apparel range and collaborative products, distributed in the top retailers across the globe.

Our founder jeffstaple is an established graphic & fashion designer, curator, branding expert, footwear aficionado, and all-around creative visionary. In addition to Staple Pigeon, Jeff founded Staple Design, a creative consulting agency and a retail concept—Reed Space in 2002.

Inspired by street culture & design, Staple's reach encompasses many different landscapes such as music, art, technology, and fashion.



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WHAT THE COOP DOES?

- RETAILER ACTIVATIONS
- CONTENT CREATION
- SOCIAL MEDIA
AGGREGATOR
- TALENT ACQUISITION
- MARKETING INITIATIVES
- DIRECT SALES DRIVERS



COOP



RISE TO THE OCCASION

THE BUILDER

Spreads local awareness of the Staple Pigeon brand amongst peers.

THE PACE SETTER

Aligns with influential local artists and pitches ideas for their respective city.

THE VENTURER

Continues to expand brand recognition through innovative marketing tactics.

THE NAVIGATOR

Leads their regional flock by executing activations with other COOP members.



APPLY NOW.

We go global by going local. Someday is now.

Join The COOP.

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#FLOCKWITHUS

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