



DOUBLE BLACK

EXPERTS ONLY

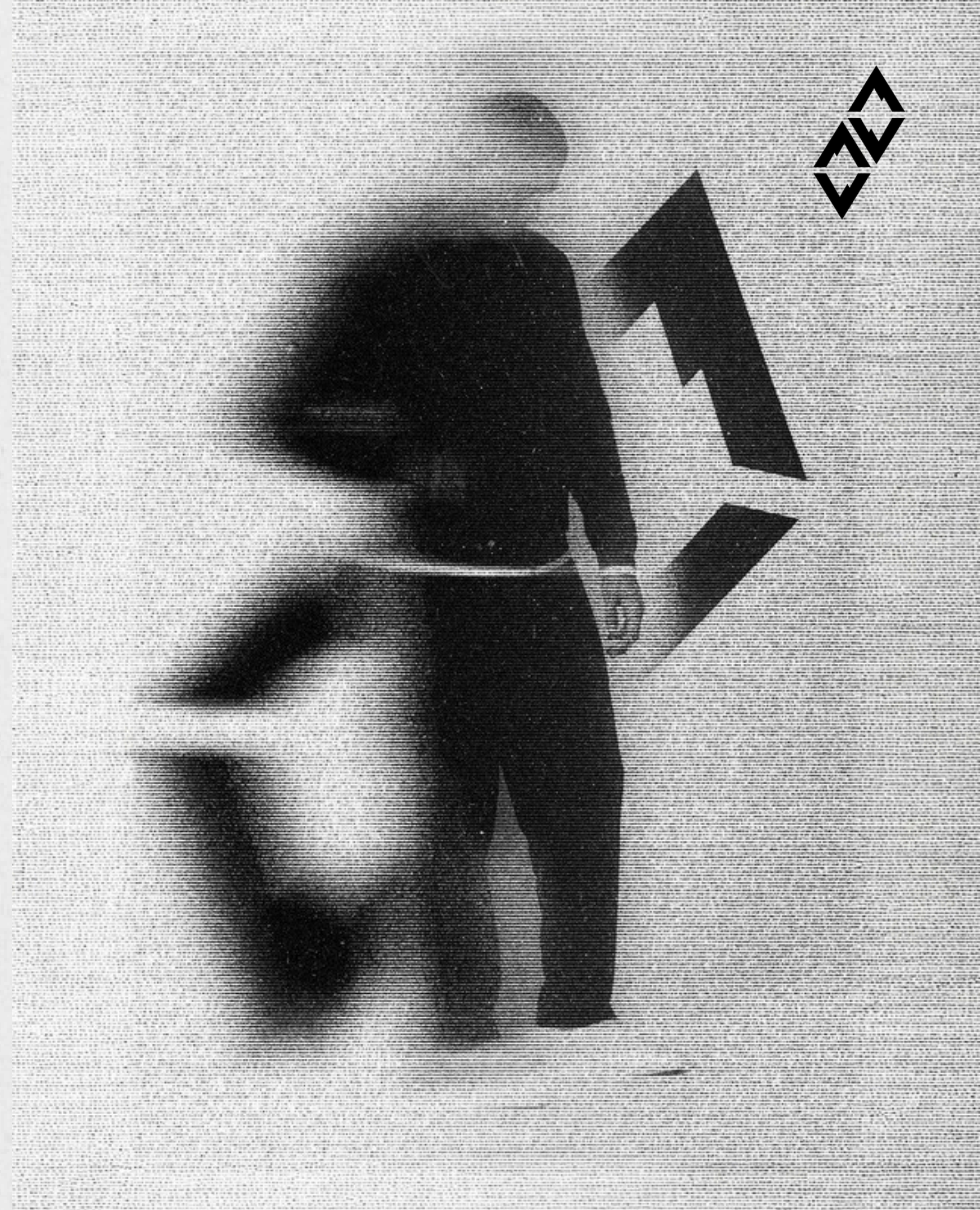
WHO WE ARE

Born in NYC, Double Black bridges the gap between elite performance and high-street style. We took the spirit of après-ski and evolved it for the modern risk-taker.

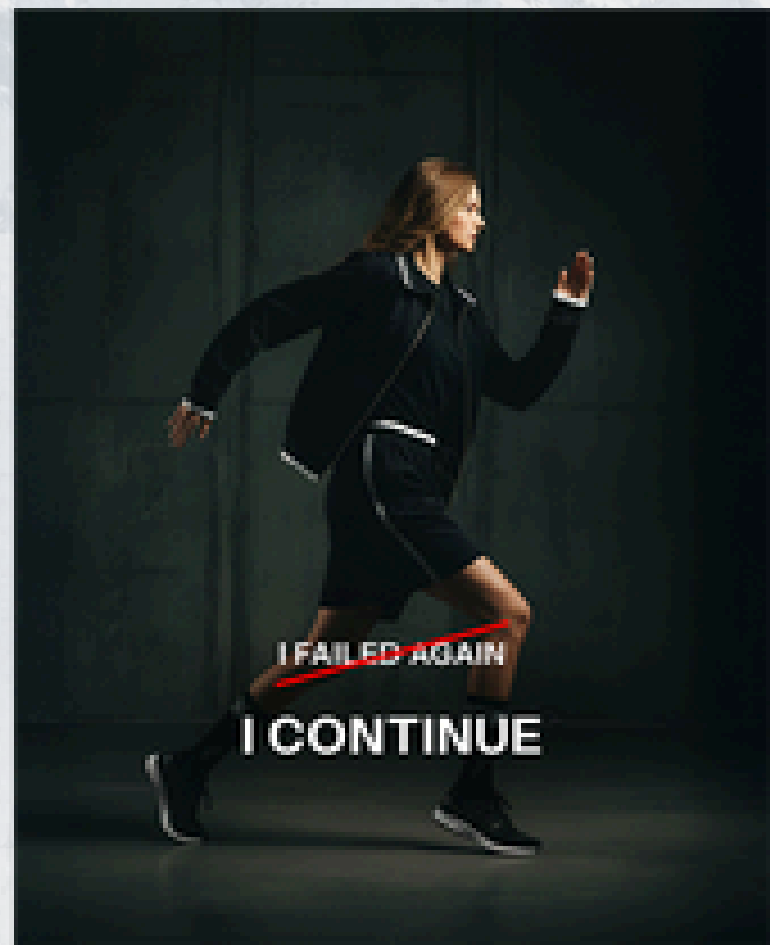
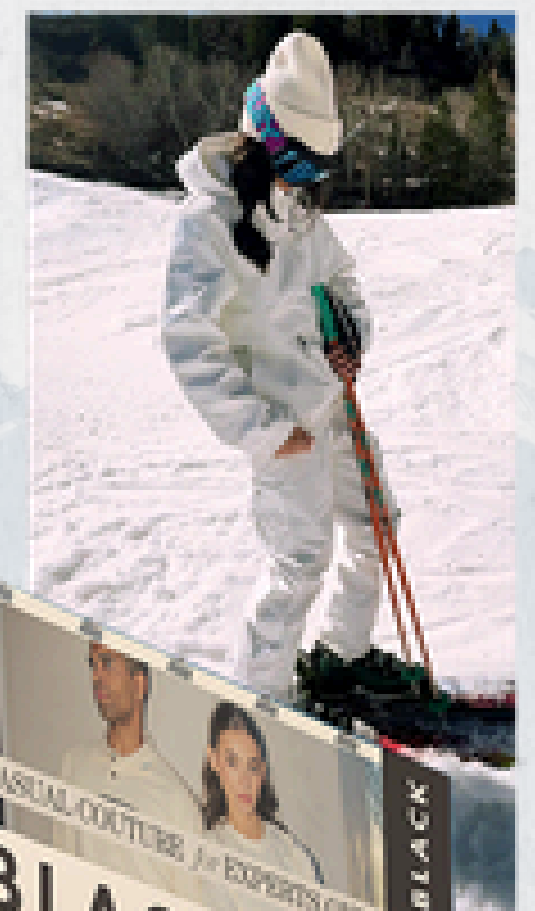
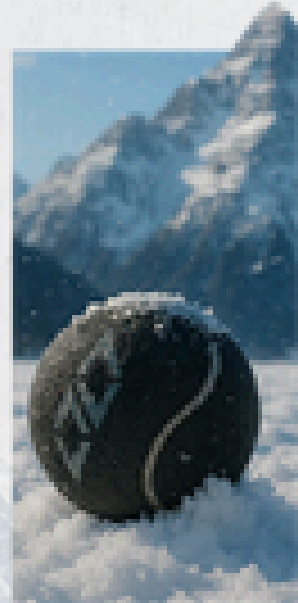
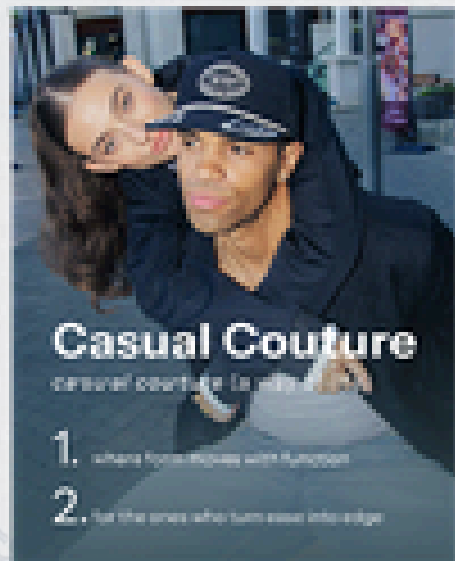
Whether you're navigating urban canyons or backcountry bowls, Double Black is crafted for those who go above and beyond in every pursuit.

We're here for the risk-takers, the movers, and the doers. Double Black is for those who crave challenge and live with purpose. Our pieces are built to move with you, combining performance, style, and versatility in every piece.

"EXPERTS ONLY"

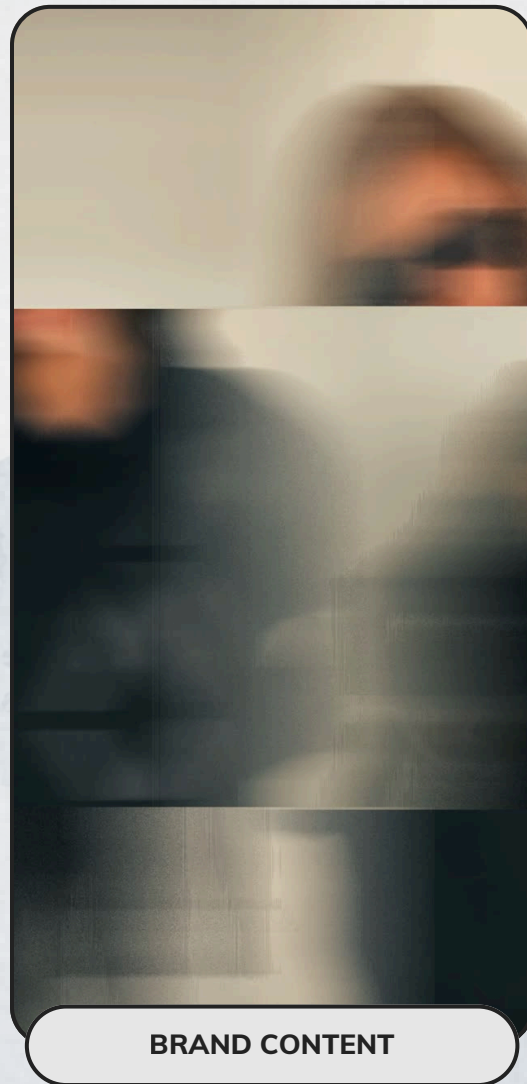


DOUBLE BLACK IS...



HAPPENING NOW

Video Content



BRAND CONTENT



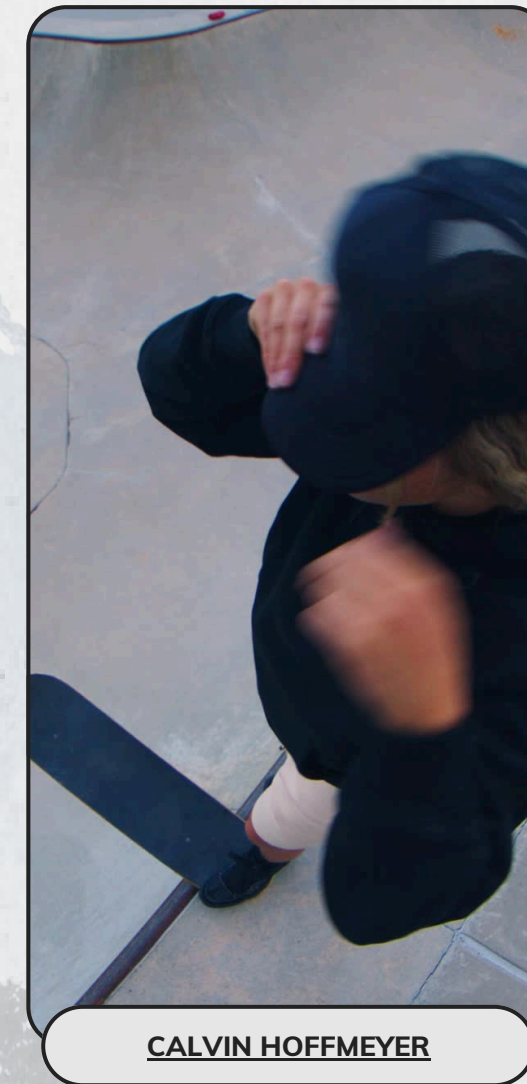
BRAND CONTENT



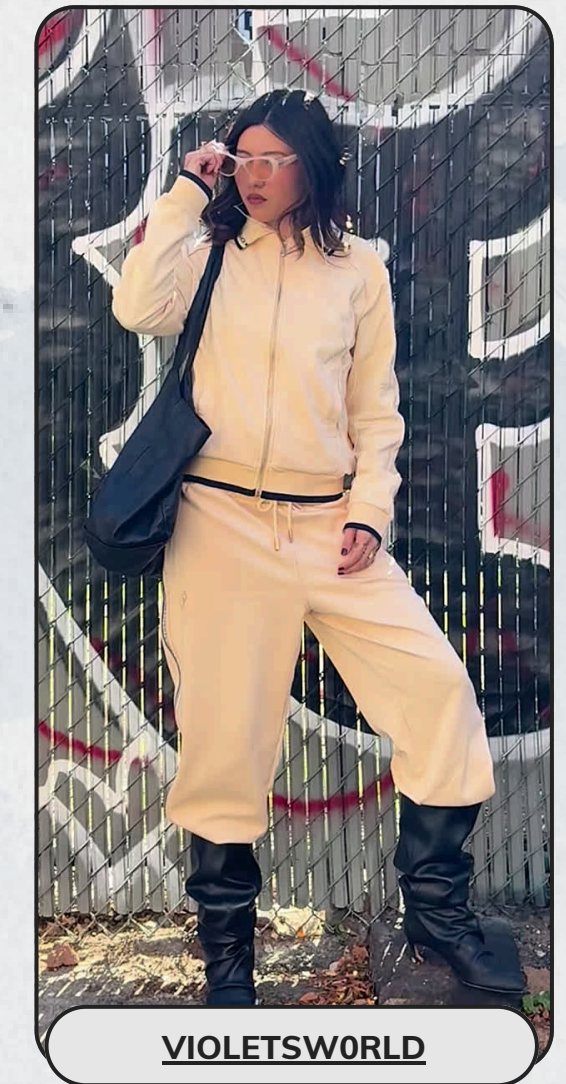
DESTINY MERCADO



KYLIE FLY



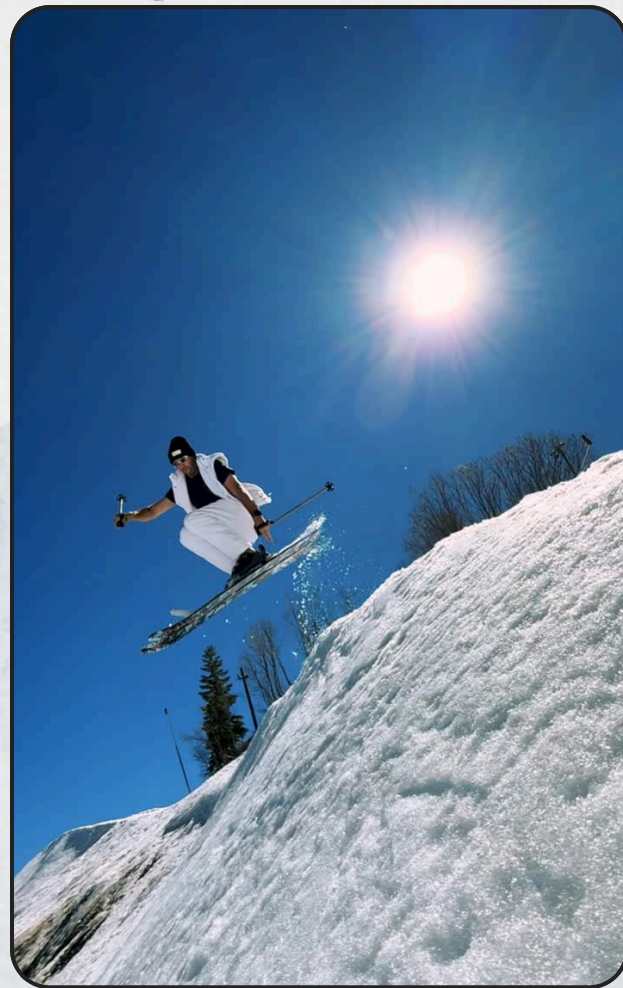
CALVIN HOFFMEYER



VIOLETSWORLD

HAPPENING NOW

User Generated Content



HAPPENING NOW



Articles:



FLAUNT

DOUBLE BLACK | APRÈS '83

DOUBLE BLACK DEFINES FEARLESSNESS WITH NEW COLLECTION

Written by *Malanie Perez*

There's a certain romantic quality to retro sport—color bands cutting across track jackets, the easy drape of a varsity tee, the promise of movement stitched into every seam. With Après '83, New York-based brand Double Black captures that nostalgia, then bends it forward, reshaping alpine energy for the rhythm of city streets.

flaunt.com/post/double-black-apres-83



STUPIDDOPE

Double Black's Après '83 Collection Brings Retro-Alpine Cool Into Everyday Style

KEISE JAMES | AUGUST 21, 2025

Double Black is dialing up the nostalgia while keeping things effortlessly modern with its new Après '83 collection. The New York-based lifestyle and apparel brand, known for marrying performance-minded design with street-ready style, has tapped into vintage alpine energy—only this time, it's reimagined for everyday wear. Think old-school ski lodge vibes without the clunky boots and neon goggles, wrapped in fabrics and fits made for a city stroll or a weekend escape.

stupiddope.com/tag/apres-83



VANISH

GEAR

Streetwear Royalty Launches Ski-Inspired Brand Double Black

Joey Betesh is bringing his family's streetwear legacy to the slopes. The son of Elliot Betesh, who co-founded the iconic New York City streetwear chain Dr. Jay's, has officially launched Double Black, a lifestyle apparel brand merging urban edge with alpine performance aesthetics.



PAPER

Double Black Wants You to Dress Like You're Always About to Do Something Legendary

HOME > FASHION > DOUBLE BLACK

BY MCKEY BOARDMAN
MAY 13, 2025

Double Black founder Joey Betesh has style in his blood. He's the son of Elliot Betesh, founder of the seminal streetwear store Dr. Jay's. The younger Betesh is the brains behind Double Black, a brand that combines "the edge of NY streetwear and the thrill of extreme sports." He describes the brand as "blending the grit of the mountains with the pulse of the city."

HAPPENING NOW

Social Media Metrics - Instagram

INSTAGRAM METRICS

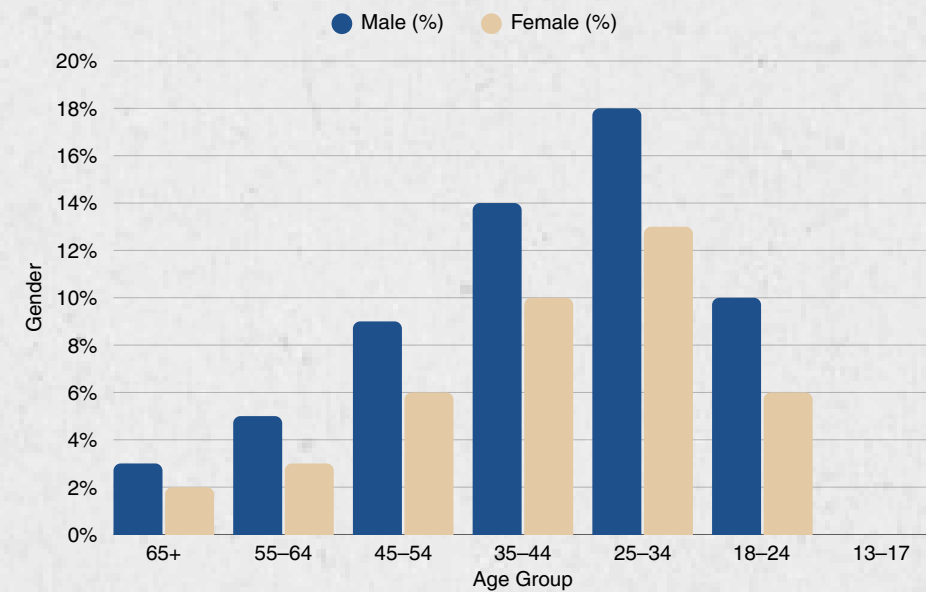
55K+
Post Views

514K+
Impressions

2K+
Followers

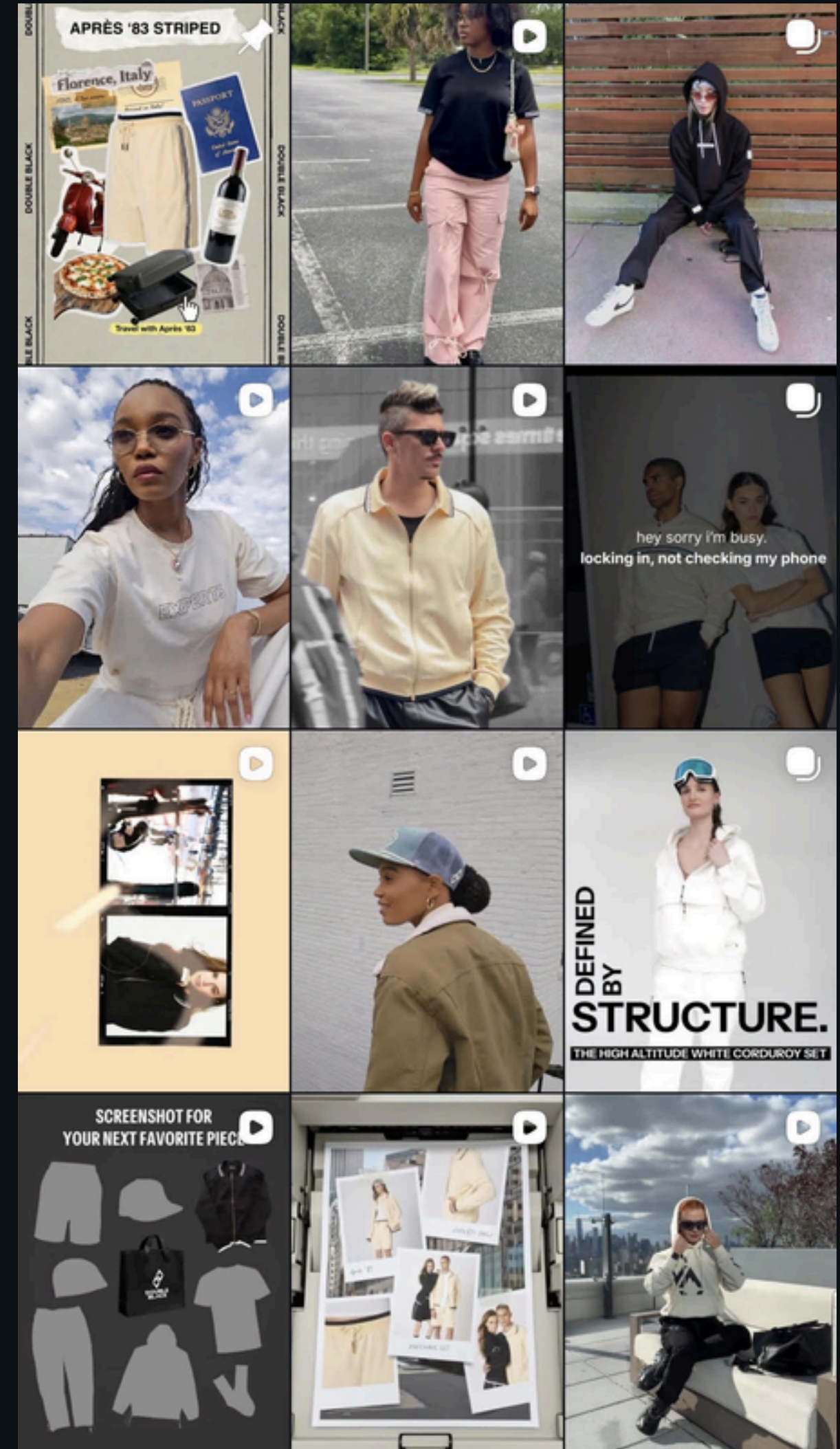
6.1K+
Engagements

FOLLOWERS BY GENDER



Average follower: 25-34 y/o male from the US.

Reporting Period: June 25, 2025 – June 3 2026



HAPPENING NOW



Social Media Metrics | TikTok

TIKTOK METRICS

5.5K
Engagements

6.2%
ER

87K+
Views

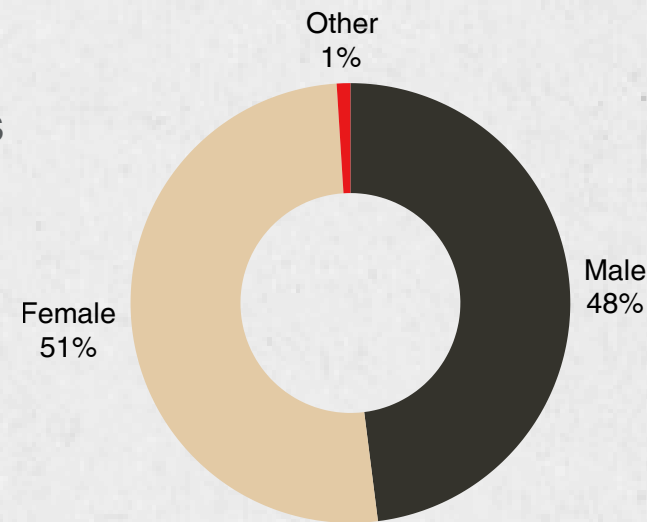
Gender

Viewer Insights

Male 48%

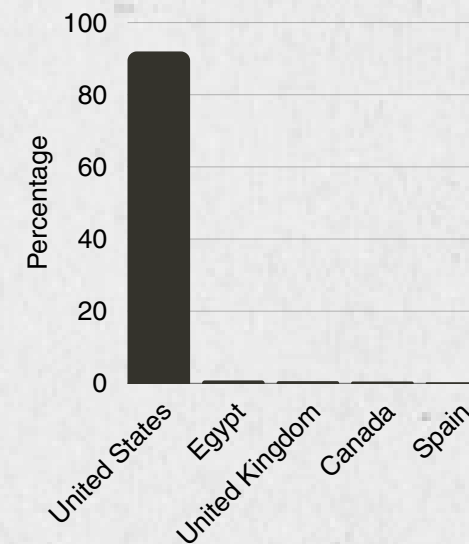
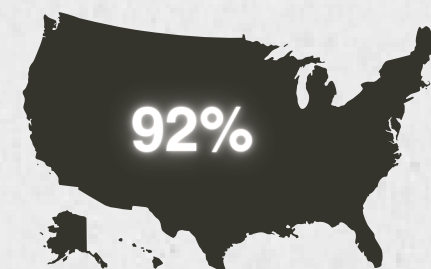
Female 51%

Other 1%



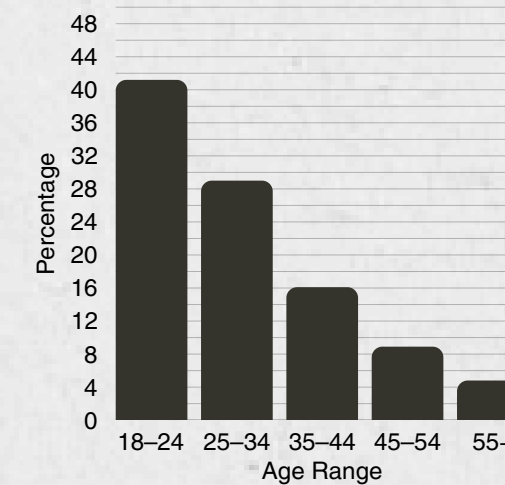
Locations

Viewer Insights



Age

Viewer Insights

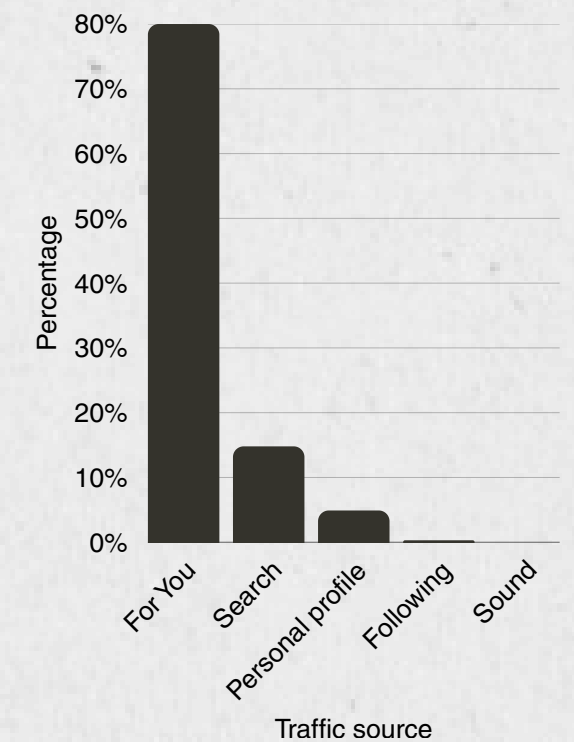


18-24 41.2%

25-34 29%

25-44 16.09%

How users find our content:



Reporting Period: June 25, 2025 – June 3, 2026

HAPPENING NOW

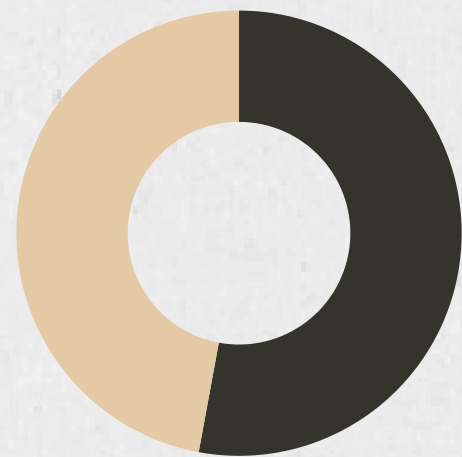


Website Analytics (GA4) - Demographics Overview

Active Users

by Gender

● Male ● Female



Male 52.9%

Female 47.1%

Top Cities

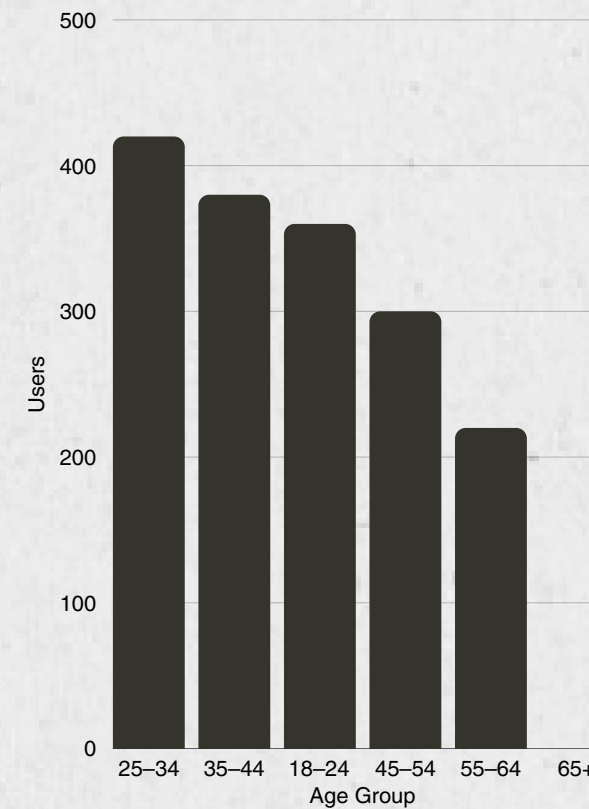
by Sessions



New York
Los Angeles
Dublin
Chicago
Forest City

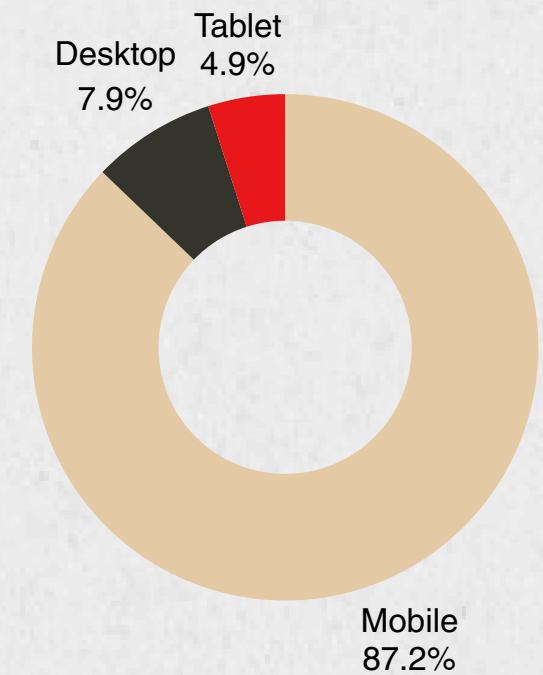
Active Users

by Age



Devices

by Sessions



HAPPENING NOW




Website Analytics - Top Products



Experts Only Hoodie
Color: Black
Apparel

1



Double Diamond Hat - OS
Color: Black
Accessories

2




High Altitude Wool Beanie
Color: Black
Accessories

3



Double Black Hoodie
Color: Black
Apparel

4



Après '83 Striped Track Jacket - S
Color: Black
Apparel

5



Après '83 Striped Waffle Knit Polo - S
Color: Cream
Apparel

6



High Altitude White Corduroy Half Zip Pullover
Apparel

7

THE DOUBLE BLACK DIFFERENCE



DISTINCTIVE AESTHETIC

The Double Black brand evokes luxury through elevated, fashion-forward visuals that **feel cinematic and unmistakably our own**. By prioritizing high-production aesthetics, we establish a strong, recognizable creative language that immediately differentiates us within the crowded winter and ski apparel space.

This visual consistency ensures that whether a customer sees us on social media or in a retail environment, **they recognize the "Experts Only" spirit that defines our brand identity** and separates us from traditional outerwear competitors.

THE POWER OF SOCIAL PROOF

Double Black's multi-layered creator strategy features **over 100 high-performing assets** that establish immediate brand authority. By pairing lifestyle-driven visuals with strategic paid usage rights, we reinforce our premium positioning across the market.

Through **our partnership with JoinBrands**, we supplement aspirational content with authentic, review-based feedback. This approach provides a credibility layer that proves the quality and fit of our garments through real-world experience rather than just traditional marketing.



MARKET OUTLOOK

WINTER SPORTS APPAREL MARKET SIZE 2026-2030

The winter sports apparel market size is valued to increase by USD 551.8 million, at a CAGR of 4.8% from 2025 to 2030. Innovations in winter sports apparel designs and portfolio expansion will drive the winter sports apparel market.

MARKET SUMMARY

The **winter sports apparel market** is characterized by a dynamic interplay between technical innovation and evolving consumer lifestyles. Demand is no longer confined to the slopes; the rise of the gorpcore fashion trend has broadened the consumer base, requiring products that offer both high performance and urban aesthetic appeal. **Double Black is ahead of the curve here, selling sportswear and streetwear.** This has pushed textile innovators to develop high-performance fabrics and advanced membranes that provide superior weather protection without sacrificing style. A key business scenario involves optimizing supply chains to manage the complexity of sourcing premium materials for both hard-shell jackets and more fashion-forward athleisure winter collections.



MARKET OUTLOOK

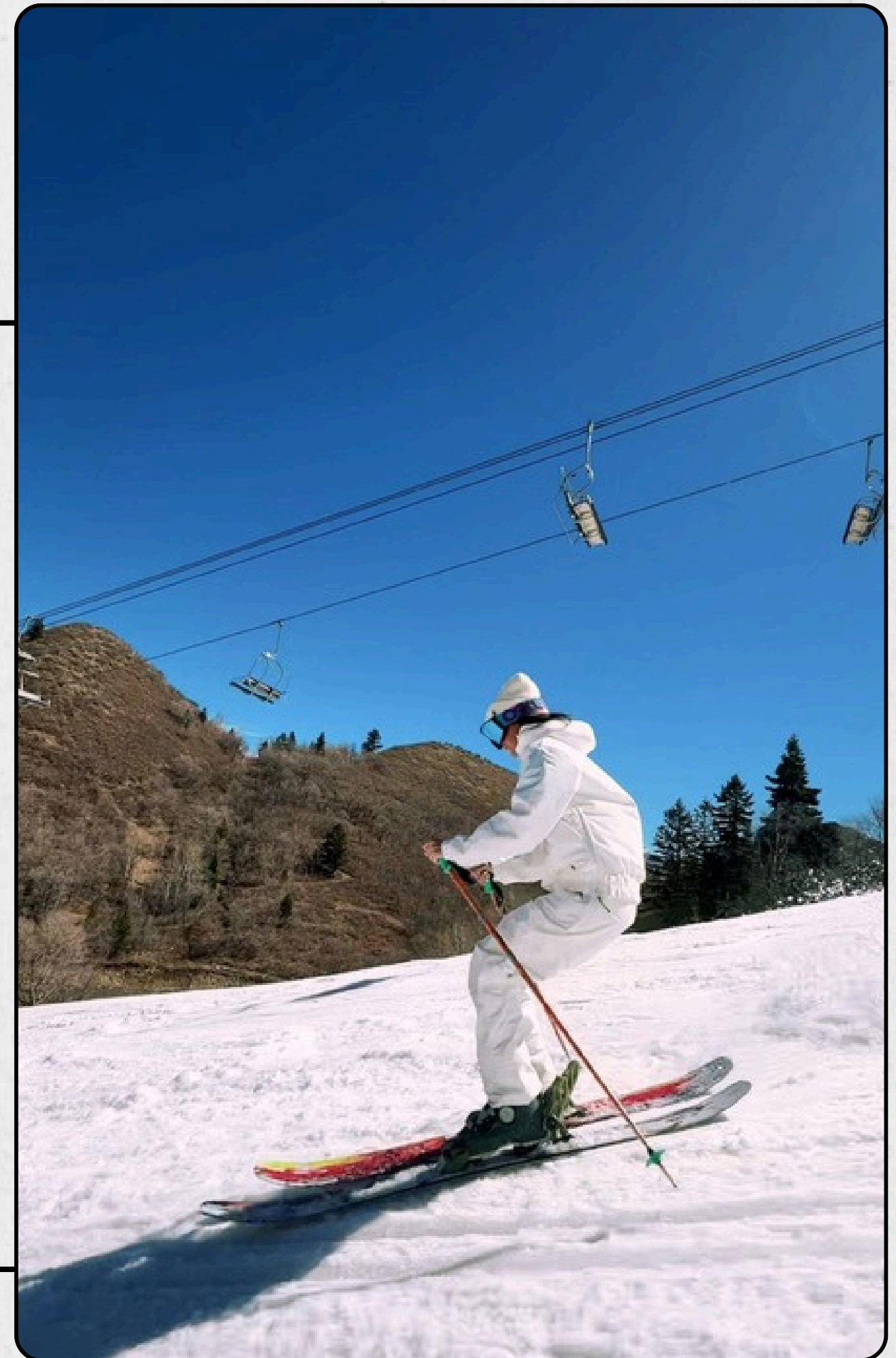
WHAT ARE THE MARKET TRENDS SHAPING THE WINTER SPORTS APPAREL INDUSTRY?

A significant market trend is the rising participation of women in winter sports.

This demographic shift reshapes product demand, compelling innovation in design, and influencing marketing strategies across the industry.

The market is increasingly shaped by the gorpcore fashion trend and demand for slope-to-street fashion, where technical features meet urban aesthetics. This shift drives innovation in ergonomic fit apparel and eco-friendly winter clothing. A focus on product lifecycle management is evident, with brands that offer robust repair programs seeing a 15% higher customer loyalty rate.

The rise of apres-ski wear that incorporates four-way stretch fabric and adaptive insulation is notable. In response, manufacturers are developing items like a three-layer shell jacket with waterproof-breathable membranes and seam-sealed construction, suitable for both mountain and city environments. This trend is supported by advanced manufacturing like seamless knitting, with sales of versatile apparel increasing by over 25% in key demographics.



DBL/BLK



**DOUBLE
BLACK**



**FOR LICENSING INQUIRIES
EXPERTS ONLY**
THE B[®]AND LIAISON
OPENING DOORS. CLOSING DEALS.

EXPERTS ONLY


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DOUBLE BLACK

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