

BRAND

FUBU®

DECK



FUBU

FOR US, BY US...FOREVER

What began as a “bunch of hats” made by Daymond John, Keith Perrin, J. Alexander and Carl Brown in Hollis, Queens have turned the partners of FUBU into leaders of one of the most successful lifestyle brands of all time and the creators of an entire category of marketing innovations that are now considered to be staples of industry.



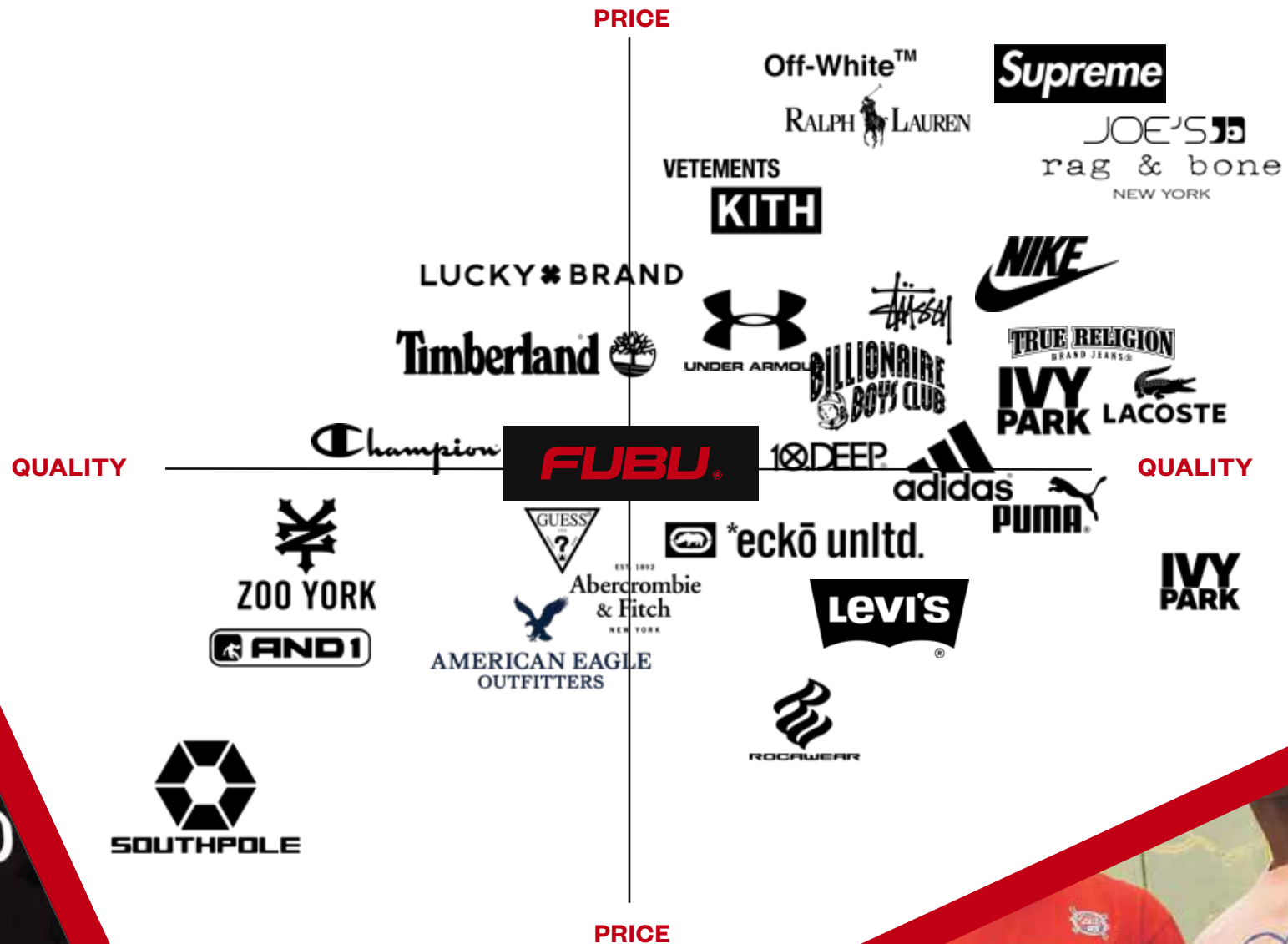
The earliest collection consisted of a small line of tops and hats with the FUBU logo. By 1995, an extensive sportswear line was designed and produced by FUBU, using raw materials imported from around the world. With the success of the collection, distributors and investors came calling.

At its peak in 1998, FUBU grossed over \$350 million in annual worldwide sales. Over the next two decades, FUBU has received several honors for their entrepreneurial achievements. These include two Congressional Awards, two NAACP Awards, the Pratt Institute Award, the Christopher Wallace Award, the Online Hip Hop Award and a Citation of Honor from the Queens Borough President.



To date, over 5,000 stores have carried the FUBU collection and more than \$6 billion dollars in merchandise has been sold at retail.

MENS BRAND POSITIONING



LADIES BRAND POSITIONING



FUBU RETAIL DISTRIBUTION

ASHLEY **A** STEWART®

snipes™

KICKSUSA

SORELLA

SOLSTICE
S U N G L A S S E S

KS
KARAKO SUITS
EST. 1982


HUDSON'S BAY
INCORPORATED 2 MAY 1670


Foot Locker

FUBU.com

HAUS 

FOREVER 21

URBAN OUTFITTERS

CITITRENDS

Walmart 

amazon


Burlington

ROSS
DRESS FOR LESS

Century 21
department store

FUBU LICENSEES

- Fashion Apparel (Specialty) - Freemark Apparel Brands
- Fashion Apparel (Mens) - Amrapur for FUBU.com
- Apparel: Tee's, Sweats - Isaac Morris Limited (Marvel Collab.)
- Platinum FUBU Mens and Boys Suits - Karako Suits
- Mens & Boys Footwear - Special Collections - Genesco
- Mens & Boys Underwear and Baselayer – Coney Island
- Platinum FUBU Eyewear (Sun + Optical) - Eye Candy
- Fashion Home and Bath - PEM America

FUBU International

- Canada - Freemark Apparel Brands (FAB)
- Europe and UAE - Snipes Stores
- China - Samsung
- Japan - Across International
- Brazil – ABFX Brands
- South Africa and Middle East - Kana
- Mexico – Versa Licensing





FUBU COLLABORATIONS

- FUBU x Marvel - Black Panther Wakanda Forever
- FUBU x Haus of Jr. - Holiday 2022
- FUBU x Black Fashion Fair
- FUBU x Forever 21 - 2022 Ladies, Men, Kids Apparel & Acc.
- FUBU 30th Anniversary Collections 1992 - 2022
- FUBU x PUMA - Capsule Collaboration
- FUBU x Sorella - "Where LA + NY Meet"
- FUBU 25th Anniversary Collection at Urban Outfitters
- FUBU x Mitchell & Ness - '05 Jersey Capsule Collection
- FUBU x PYER MOSS Capsule Collection for VOGUE
- FUBU "Can't Resist a Classic" at Century 21
- FUBU Radio
- HotelFUBU



FUBU X FOREVER 21

The Forever 21 X FUBU Collection – All Stores & All Sizes – mens, ladies & kids fashion apparel and accessories mixing brand legacy with forward fashion. Full support with star studded events, social media, pr and community support to The Boys and Girls Club of America..





FUBU X HAUS OF JR

FOR COOL KIDS EVERYWHERE



"Curated for The Cool Kids" - the Fubu x Haus of JR Holiday Collection
Supported by a national campaign featuring Daymond John and his daughter Minka John, FUBU brings this collection to a new generation of children whose parents grew up with FUBU.
Available exclusively online at www.hausofjr.com

FUBU X MARVEL

Inspired by the beloved and powerful character Marvel's Black Panther and timed to the release of Wakanda Forever, this collection features a range of gender neutral unique pieces available at FUBU.com and select retailers across the country.





FUBU x Black Fashion Fair

- Envisioned and designed by Antoine Grégory, Black Fashion Fair founder
- Elevated streetwear 36 piece Collection curated by and offered only on Black Fashion Fair's website – Holiday 2022
- Photographed by world renown Ahmad Barber and Donté Maurice, otherwise known as AB+DM Studio
- As part of the Brooklyn Museum World Tour, FUBU supported the Black Renaissance special event producing the commemorative BFF x FUBU Tour Tee



FUBU x URBAN OUTFITTERS

25TH ANNIVERSARY

The original FUBU Urban Outfitters Collection featured vintage FUBU. Urban Outfitters released a limited edition collection paying homage to Ebbets Field with the traditionally loved FUBU logo.





PUMA®



In 2018, FUBU began an ongoing collaboration with footwear brand PUMA to create unique shoe and apparel products.

Led by fresh iterations of the Tsugi Jun and 50th Anniversary Sued Clyde, this collaboration pays tribute to iconic FUBU and PUMA track suits with bold colors, hits of velour and a requisite of swagger.

FUBU X PUMA

FUBU X SORELLA



FUBU and Sorella have partnered for an unlikely collaboration, weaving their respective New York and Los Angeles vibes into a 90's inspired capsule collection.

The twenty sporty designs pop with vibrant shades of neon, reflective of FUBU's storied history and Sorella's modern flare. British recording artist Rainy Milo and fashionista Ashley Coco were hand-selected by Sorella founder Heather Sanders to model the campaign.

FUBU teamed up with Mitchell & Ness to offer knock out athletically inspired retro style apparel.



**FUBU X
MITCHELL & NESS**

PYER MOSS



Pyer Moss collaborated with FUBU featuring a reimagined FUBU logo.

Pyer Moss was announced as the winner of the 2018 CFDA/Vogue Fashion Fund. Designer Kerby Jean-Raymond accepted the award lauded for their celebration of black culture in America, landing on Vogue's best collections of Spring 2019 list.



PYER MOSS x FUBU

FUBU “Can’t Resist A Classic”
Century 21 Stores collaborated
with FUBU, a leading sportswear
brand of the 90s. The capsule
collection introduced 10 styles based
on classic pieces that redefined
streetwear over 25 years ago.



FUBU x CENTURY21

FUBU.com



FUBU celebrates the relaunch of FUBU.com, its direct to consumer e-commerce site supported by social media. Licensed apparel and accessories are available at major retailers - department stores, off price and specialty channels.

FUBU RADIO

FUBU RADIO is entertaining, empowering and connecting generations with content, music and videos of people whose mission is to help others stay inspired towards success. FUBU RADIO is not just another radio station, we are a movement.

Our mission is to entertain and empower our audience with music and life changing content.

Our vision is to create content that will restore the economic, health, family and social value of it all.

Tap into the Movement -

Follow: @officialfuburadio

www.fuburadio.com

Spinning the best Old & New R&B and Hip Hop 24 Hours A Day....
For Us By Us....

Download the app: www.fuburadio.com

Listen Now on iHeart Radio with access to over 300 million listeners globally.



iHeart

hotelFUBU



hotelFUBU.com

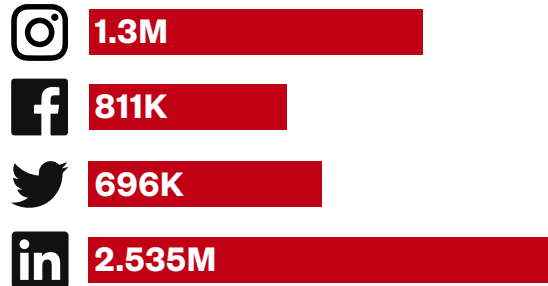
An innovative boutique hospitality concept.

SOCIAL MEDIA

OVER 50 MILLION CONSUMER IMPRESSIONS!

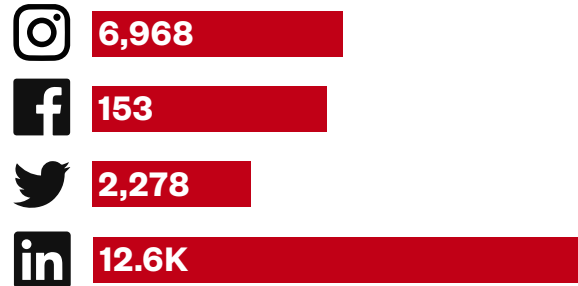
DAYMOND

@thesharkdaymond



KEITH

@mrKeeyzo

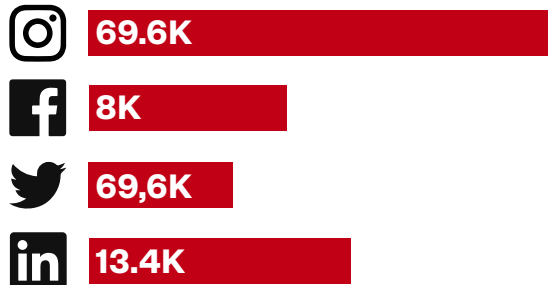


FUBU



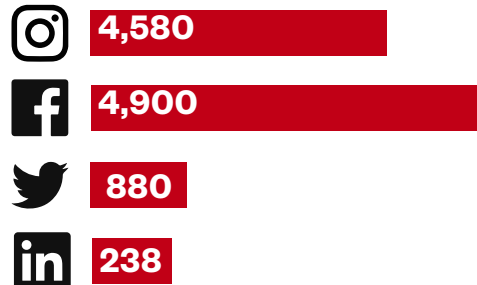
J

J. Alexander Martin

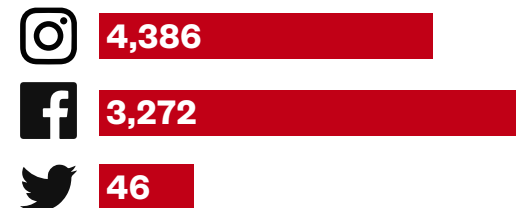


CARL

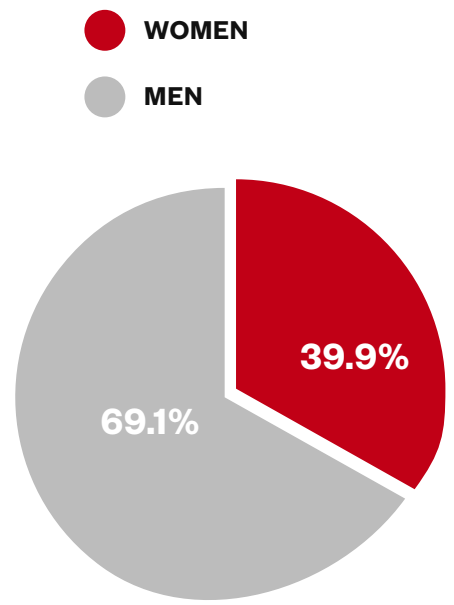
@darealcarlbrown



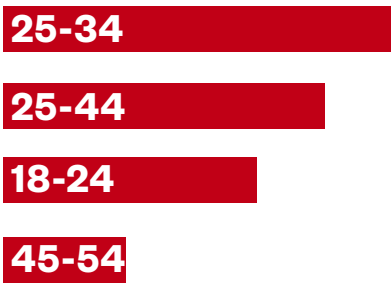
FUBU RADIO



SOCIAL MEDIA DEMOGRAPHICS



AGES



TOP COUNTRIES

- USA
- PHILIPPINES
- BRAZIL
- JAPAN
- SOUTH AFRICA
- UNITED KINGDOM

TOP CITIES

- LOS ANGELES
- HOUSTON
- CHICAGO
- NEW YORK
- SAO PAULO, BRAZIL

INFLUENCERS

KING COMBS

FUBU

LIKES: 201,963

FOLLOWERS: 2.5M



LALA

FUBU

LIKES: 201,963

FOLLOWERS: 12.7M



INFLUENCERS

Beyonce

FUBU

LIKES: 57,919

FOLLOWERS: 216M



HEATHER SANDERS & KINGTRELL

FUBU X SORELLA

LIKES: 15,417

FOLLOWERS: 1.3M

FAT JOE

FUBU

LIKES: 80.1K

FOLLOWERS: 4.5M

INFLUENCERS



CHRY'S CHILDS

FUBU

LIKES: 31K

FOLLOWERS: 13.5K

SAWEETIE

FUBU

LIKES: 32K

FOLLOWERS: 12.7M



PARDI

FUBU

LIKES: 28.9K

FOLLOWERS: 879K

INFLUENCERS

IMPACT ON CULTURE - IN RECENT MUSIC VIDEOS

Even the biggest celebrities are still talking and making a connection with FUBU



ROYCE 5'9"



SONG: FUBU
February 20, 2020

355K VIEWS

SOLANGE KNOWLES



SONG: F.U.B.U
September 29, 2019

4M+ VIEWS

PHARRELL WILLIAMS



SONG: Entrepreneur
August 20, 2020

9M+ VIEWS

CHANCE THE RAPPER



SONG: Ujamma Means For Us By Us
August 20, 2020

129K VIEWS

AMBRE



SONG: FUBU
September 6, 2020

190K VIEWS



FOR LICENSING INFORMATION

CONTACT: THE BRAND LIAISON

www.thebrandliaison.com

STEVEN HELLER

561.302.7838

steven@thebrandliaison.com

KAREN DIAMOND

201.310.2798

karen@thebrandliaison.com



[@fubuthecollection](https://www.instagram.com/fubuthecollection)

fubu.com