

**-VS-
EVERYBODY®**

BRAND INTRODUCTION

WHO WE ARE

OUR STORY

In 2012, tired of the media's dismissive attitude and lack of recognition for Detroit's vast cultural and societal contributions, **Tommy Walker**, a Detroit native, decided to stand up, to fight back - not with violence or anger, but with a bold, defiant statement of pride: **DETROIT -VS- EVERYBODY.**

Tommy's rallying cry quickly amplified into a global movement, embraced by celebrities, athletes, and individuals worldwide - a testament to the universal resonance of the underdog spirit.

Over the years, the **-VS- EVERYBODY** brand has continued to evolve, becoming more than a streetwear brand but an enduring symbol of resilience and revival, a badge of honor worn with unyielding pride.

More than a fashion statement, it's a call for unity in a world rife with adversity, a beacon for those who believe in standing tall, no matter the odds.

**-VS-
EVERYBODY.**



THE POWER OF -VS-

OUR BRAND

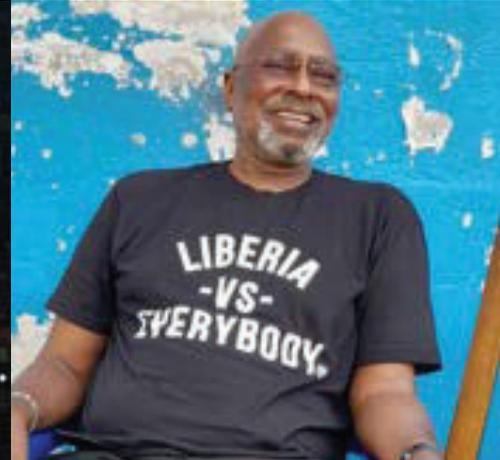
At the core of our ethos, two powerful mantras resound: **-VS- EVERYBODY** and **EVERYBODY -VS-**. They embody our unyielding dedication to resilience, triumph, unity, and individuality.

-VS- EVERYBODY heralds the indomitable spirit of the underdog, the audacity to stand up to the odds, and the tenacity to prevail. Whether it's **DETROIT -VS- EVERYBODY** or **GUCCI -VS- EVERYBODY**, it's about asserting identity, owning your space, and standing firm in the face of opposition.

EVERYBODY -VS- symbolizes our unwavering collective front against shared adversities. From **EVERYBODY -VS- INJUSTICE** to **EVERYBODY -VS- CANCER**, it is a beacon of unity and a testament to the power of shared commitment and collective defiance.

Together, these mantras inspire and ignite action, fostering a fearless resilience that allows individuals and communities to rise, assert their beliefs, and confront challenges head-on.

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OUR IDENTITY

WE EMBODY

UNITY

RESILIENCE

AUTHENTICITY

DETERMINATION

COMMUNITY PRIDE

WE REJECT

STEREOTYPES

COMPLACENCY

INDIFFERENCE

MEDIOCRITY

DISEMPOWERMENT

**-VS-
EVERYBODY.**





COLLABORATIONS

A man is holding a black sign with white text. The sign reads "GUCCI -VS- EVERYBODY". The man is wearing a blue and red patterned jacket. The background is a blurred indoor setting with a window showing a building outside.

GUCCI
-VS-
EVERYBODY

Both collections sold out in minutes.



ATLANTA
-VS-
EVERYBODY

S ANGELES
-VS-
EVERYBODY

ALLY
-VS-
EVERYBODY

NEW YORK
-VS-
EVERYBODY

CHICAGO
-VS-
EVERYBODY

NEW ORLEANS
-VS-
EVERYBODY

HOUSTON
-VS-
EVERYBODY

MIAMI
-VS-
EVERYBODY

EVER

EVER

FRAN
VS


GUCCI

GUCCI
EVERYBODY

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GUCCI

GUCCI



DETROIT
-VS-
EVERYBODY.



EMINEM -VS- EVERYBODY®

OUR ANTHEM

“DETROIT -VS- EVERYBODY”

Featuring Detroit rappers [Eminem, Royce da 5'9", Big Sean, Danny Brown, Dej Loaf, and Trick Trick](#), the song is a posse cut where each artist explains how they managed to rise above the struggle to stardom from their hometown while still representing it.

Upon release, “DETROIT -VS- EVERYBODY” made an impact, [securing the 28th spot on the US Billboard Hot R&B/Hip-Hop Songs chart](#), affirming the track's resonance with audiences.

The accompanying music video for the song, directed by Syndrome, was shot in black-and-white, showing various locations in Detroit.

With [over 63 million views to date](#), the video stands not only as a testament to the track's popularity but also as a cinematic love letter to the city of Detroit.

WATCH VIDEO



-VS-
EVERYBODY.







ADIDAS -VS- EVERYBODY®







Fanatics



JOEL EMBIID | #21

THE PROGRESS
-VS-
EVERYBODY®



THE PROGRESS
-VS-
EVERYBODY®



THE PROGRESS
-VS-
EVERYBODY®



76ERS -VS- EVERYBODY®



NBA **OKC** Westbrook: 17 Pts, 6 Ast, 4 Stl Anthony: 10 Pts, 6 Reb George: 7 Pts

ESPN



PISTONS -vs- EVERYBODY®





DALLAS -VS- EVERYBODY®



43

VSEVERYBODY.COM

NASCAR
CUP SERIES

GOODYEAR

SUNOCO

allegiant
STP

CLUB
WYNDHAM

U.S. AIR FORCE

SEM

MAC
TOOLS

5
HARLEN



CAMARO -VS- EVERYBODY®



MICHIGAN -VS- EVERYBODY®

Within 48 hours of launch, the collection sold over 50k units, grossing over \$3 million and raising \$250,000 for Michigan student athletes.

THE OPPORTUNITY

INVITING IMPACTFUL PARTNERS

We are more than a brand, **we are a movement, a stand, an ethos.**

We seek to make our mark, and **this is our invitation to enterprising collaborators** ready to make a difference with us. We are looking for exceptional partners **who resonate with our mission to:**

Spark Creativity. Join hands in crafting innovative, purpose-driven products and experiences that carry the authenticity audiences love.

Expand Horizons. Leverage our brand and our audience's passion for it to introduce new narratives that resonate across demographics, widening the impact.

Cultivate Synergy. Unite in purpose and action, integrating the ethos of unity and determination into all aspects of collaboration, strengthening our shared brand vision.

Fuel Growth. Harness the power of cultural influence to create change, accelerate commercial success, and expand reach across diverse markets.

Together, we can amplify our collective impact, elevate brand visibility, and pioneer uncharted industry terrains.

-VS-
EVERYBODY.



A person in a black t-shirt and pants, white sneakers, is walking away from the camera down a long, ornate hallway. The hallway has high, vaulted ceilings with intricate architectural details and a floor with a repeating geometric tile pattern. In the distance, there is a large, colorful stained-glass window. Two dark wooden bars with stools are positioned on either side of the path. The lighting is warm and focused on the central path.

THANK YOU

**-VS-
EVERYBODY**

THE POWER OF -VS-

LICENSING OPPORTUNITIES

THE B[®]AND LIAISON

OPENING DOORS. CLOSING DEALS.

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