RETURN OF THE QUINTESSENTIAL HIPHOP LIFESTYLE BRAND

Brand Deck
What began as a “bunch of hats” made by Daymond John and his close friends 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 in merchandise has been sold at retail.
FUBU MENS BRAND POSITIONING

High Price

Low Price

Low Quality

High Quality

Supreme

POLO RALPH LAUREN

JOE'S JEANS

rag & bone

Theory

LACOSTE

Sean John

adidas

PUMA

UNDER ARMOUR

FUBU Mens Brand Positioning

LUCKY

Timberland

ZOYYORK

Champion

TRUE RELIGION

GUESS

AND1

AMERICAN EAGLE OUTFITTERS

akademiks

American Apparel

SOUTHPOLE

*eckō unlt.

Levi's

Levi Strauss & Co.
FUBU WOMENS BRAND POSITIONING

High Price

Theory
lululemon
COACH
rag & bone

Supreme

High Quality

DKNY

 lucky *

freepeople

adidas

Supreme

Rampage

Low Quality

Timberland

Urban Outfitters

FASHION NOVA

American Eagle Outfitters

American Apparel

Forever 21

H&M

Low Price

BCBG

Zara

bebe

Levi's
2018 - 2019 ACTIVATIONS

- FUBU x Puma - Capsule Collaboration
- FUBU Juniors Activewear Collection at Forever 21
- FUBU’s 25th Anniversary at Urban Outfitters
- “FUBU '05” Jersey Capsule Collection by Mitchell & Ness
- FUBU x PYER MOSS Capsule Collection for VOGUE (NYFW)
- FUBU “Can’t Resist A Classic” Collection at Century 21
- FUBU Suits
- FUBU Watches
- FUBU Eyewear
- FUBU Radio
- HotelFUBU
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 Suede Clyde, this collaboration pays tribute to iconic FUBU and PUMA track suits with bold colors, hits of velour, and a requisite dose of swagger.

FUBU x PUMA Collaboration
Beginning in Fall 2019, Forever 21 will introduce a ladies' athleisure capsule collection with both retro and current activewear.
The original FUBU Urban Outfitters Collection, is vintage FUBU and probably the most recognizable logo. In 2019, Urban Outfitters released a limited-edition collection featuring the traditional FUBU everyone loves with a new twist!
In 2018, FUBU teamed up with Mitchell & Ness to offer knock out athletically inspired retro style apparel.
Rounding out the Fall 2018 collection, 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.
It’s no coincidence that the iconic retailer, Karako Suits, was chosen as the brand continues to challenge retail boundaries and invest in its consumers’ versatile lifestyle, resulting in a men’s suit collection of iconic style.

FUBU Suits
sold exclusively at Karako Suits
March, 2019 saw the launch of the FUBU “Can’t Resist a Classic” campaign with a capsule collection at Century 21. The melding of these two fashion giants has resulted in a capsule collection of iconic FUBU staples with a nod to their collective New York roots.
FUBU Watches

Designed for strong, ambitious, game changers who embrace individual style. Combining the latest runway looks with the color trends of the season, FUBU Watches will feature an array of men’s and women’s designs, high-end metals, unique constructions and Swiss movement and even smart phone capabilities.

A mix of function and fashion, these new styles all share the same close focus on comfort, style and resistance. They flaunt a range of features, from distinctive details to contrasting colors, accompanied by dynamic lightweight designs easily offering the perfect solution to complement every style.
Designed for strong, ambitious, game changers who embrace individual style. Combining the latest runway looks with the color trends of the season, FUBU Frames will feature an array of Mazzuchelli Italian acetates, high-end metals, unique constructions and vibrant custom tinted lens all with back-side anti-reflective coatings. A mix of function and fashion, these new styles all share the same close focus on comfort, style and resistance. They flaunt a range of features, from distinctive details to contrasting colors, accompanied by dynamic lightweight designs easily offering the perfect solution to complement every face.

FUBU Frames
Rx & Fashion Eyewear for Men, Women & Children
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 all. FUBU RADIO is not just another radio station, we are a movement.

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Founded in 2015
An innovative boutique hospitality concept launching Summer 2020 nationally.