



The Code

The mission of Cool Code Clothing is to serve as a constant reminder that one's childhood neighborhood is simply a location and not a mindset and inspire young adults.

Cool Code Clothing is empowered by the belief that failure is NOT AN OPTION. Cool Code Clothing demands for you to the negative connotation that the cliché "product of my environment" carries. Through the dreams, goals, and ambition instilled in the owner, Cool Code Clothing will thrive as one of the most reputable grassroots clothing movements.

The point of creating Cool Code Clothing overall is to put Sacramento on the map as the hardest grinding city in the U.S. We got it all.



T-shirts

- Adult: \$25
- Children: price varies by size

Crewnecks: \$50

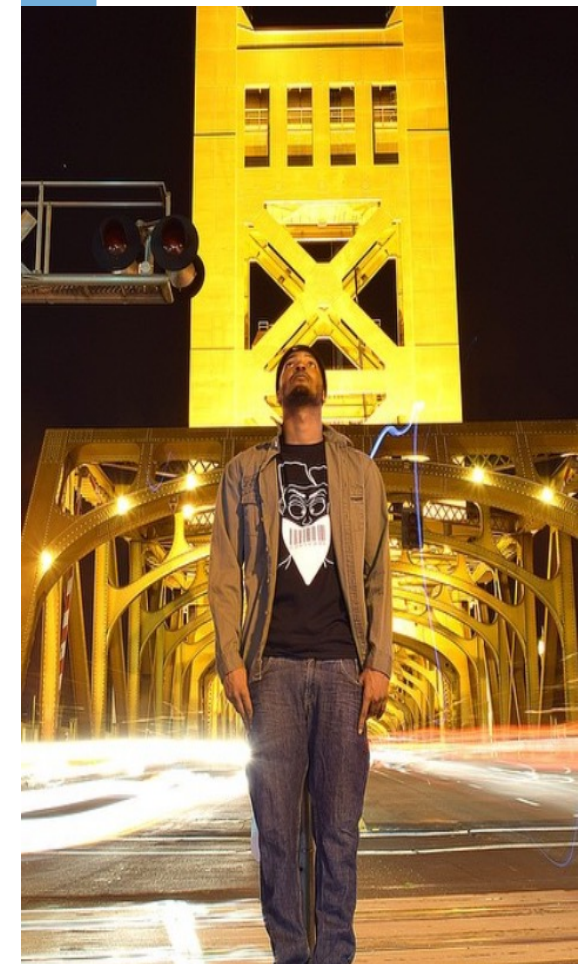
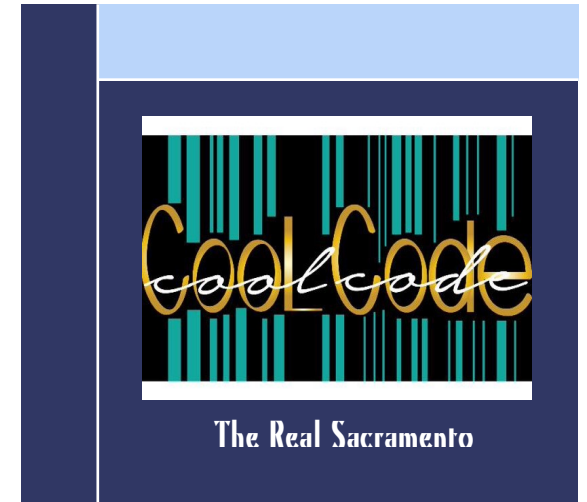
Head Designer and CEO

Rashaad Smith

Sacramento, CA

Cool Code Clothing

CoolCodeClothing.bigcartel.com



Sacramento native, Rashaad Smith, designed Cool Code Clothing by drawing inspiration from prominent west coast fashion trends, as well as the unique style of Sacramento urban youth. Since the launch of the official purchasing website, Smith has released multiple designs that reflect the hipster style of Sacramento's young adults.

Since the brand is still in its beginning stages, the products consist of mostly sweaters and T-shirts with different versions of the logo. However, Cool Code doesn't spare a dime when it comes to producing quality clothes. The design and manufacturing team only produce quality apparel. Still, Cool Code Clothing has experienced so much love and success within the City of Sacramento, it's hard to come by its original logo design.

In the future, Cool Code Clothing hopes to release a collection with a particular style of dress, not just logos on shirts and sweaters. The purpose is to be a line, not just a brand.

Cool Code Clothing



Rashaad Smith grew up in an area of Sacramento that did not have the reputation as the most-safe neighborhood, known as Oak Park. Upon graduation from Sacramento High School, also located in Oak Park, Smith went to the southern part of the U.S for college. He later returned to Sacramento with a fire burning inside him. He wants to inspire other young adults from the rougher areas of Sacramento to be more than the label of their neighborhoods.

He and a few of his friends from high school began preparing to do something that would be their gift to the rest of the City of

Sacramento. Cool Code Clothing was born from the ambition of an inspirational young man who knows how hard it can be to grow up next to negativity. Smith hopes to continue to elicit positive changes in his neighborhood as well as the greater Sacramento area.

Smith is dedicated to his business, he makes all the shipments and monitors the purchases himself. He grinds the Sacramento way. And that's what's so great about Cool Code. It literally is for and by the City of Sacramento.