



STEVIE BOI

PRESS PACKET

STEVIEBOI.COM

& (SBSHADES.COM)

CONTACT EMAIL: INFO@STEVIEBOI.COM

LETTER OF INTRODUCTION

Stevie Boi is a Fashion Designer that is taking the fashion entertainment scene by storm. His sunglasses collection, otherwise referred to as SBshades, are the next big fashion accessory as they are popping up on celebrities such as Lady Gaga, Rihanna, Beyoncé, Kanye West, Nicki Minaj, and many more. Enclosed is information on Stevie Boi as a fashion brand, a review of his products, a media kit, and a list of his achievements. Boi is available to show his current and upcoming collections to boutiques and buyers.

Orders are ready to be taken, as products are expected to be seen in stores as soon as Fall/Winter of 2017.

STEVIE BOI THE BRAND

Stevie Boi is futuristic, glamorous & edgy. A brand that flourished from influences of European Couture but impacted by the artistic elements of art in America; Stevie Boi was created. Stevie boi is a luxury fashion accessories brand that brings free expression, emotion, and innovation to life in all of its products. Boi's designs stand alone in a world where imitation is imminent. Boi is more than an image or trend. It is a lifestyle that targets the everyday customer that values wearing couture accessories on the go. Empowering the trendy professional with a dash of fierceness.

Target customer: Ages 17-55. The young fashion conscious customer that values new edgy styles, that is not afraid to look different and stand out.

Price point: Avg 50—\$300. Range—\$250-\$1250

PRODUCTS

The Stevie Boi Fashion Collections/Lines/Collaborations include: Sunglasses, corsets, rings, bracelets, gloves, cosmetics, Shoes/Heels, piercings, eye patches, and T-shirts etc. Stevie since 2009 has created over 10,000+ items that have been sold in many stores across the world.

His Designs can be seen in stores such as Macy's, Cyber Dog (Uk), Native Ken (NYC), Cult (MD) Robo Diner (Japan) + many more.

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MEDIA

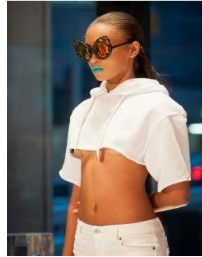




FASHION | STEVIE BOI

statement piece

You haven't quite seen sunglasses until you've discovered the Stevie Bot collection. Fearless and unique and perfect for a summer pool party, the Stevie Bot brand creates sunglasses that totally define the phrase "statement piece." Looking back on their show at New York Fashion Week in February, we're pulling our favorites for the summer. From their Big Black Katz sunglasses (\$250) for cat eye lovers to their limited edition Gun Glasses (\$1,250) adorned with authentic Swarovski crystals, there's a pair for anyone's wild imagination. Browse the whole collection at steviebot.com and be sure to catch the designer on the Dream Nation TV series *All Eyes On Stevie* at dreamnationtv.com.
BY MEGAN PORTORREALE / PHOTOGRAPHED BY BRANDI BOEHM



Stevie Bot Fashion Show at NYFW, February 2012
Clicks 35



Stevie brings his unique designs to the runway with much fanfare. Fearless, strong, and visionary, the Stevie

Boi brand embodies the personal strength it takes to be unique in today's world.

WORKS

Stevie's products has been featured in over 500+ publications including over 30 Vogue Magazine Editorials and countless Magazine features including him modeling his own products or working and styling some of the top celebrities in the world.

HOSTING/BOOKINGS

Stevie is also known to host many events, including charity & club appearances. His strong social media presence and direct relationship with his fanbase is what keeps him touring and proactive within the United States and UK.

SOCIAL MEDIA

Social Media Following 100k+

www.StevieBoi.com

Twitter: @StevieB0i

Instagram: @SBshades

Facebook.com/Sbshades

Pinterest.com/Sbshades

Imdb.com/name/nm6890922/

SB TEAM

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