



**THE GAME**  
**• APPAREL •**

The everyday man wearing affordable sports apparel with a high end design.

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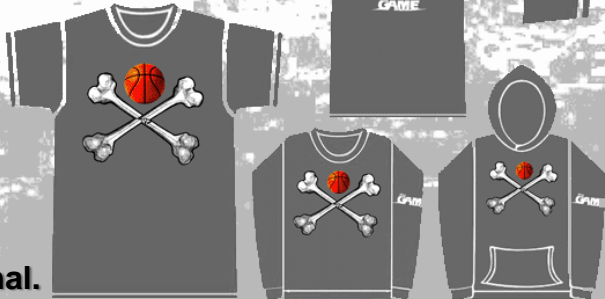
# The Brand



The production of a creative design based on brands. Developing a look that will be multi demographically marketable for multimedia expanding a sports brand into the mass market of apparel/merchandising.

The Game Apparel will produce a fresh look based on a sports brand. The project is represented in a clear light and not lost in the oversaturation of corporate brand. The everyday Joe's sports gear that turns heads.





R.I.P Line

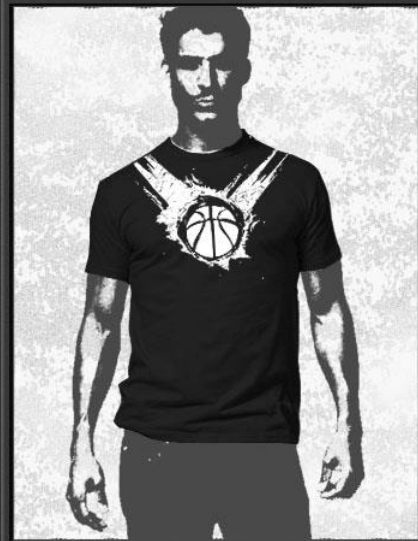
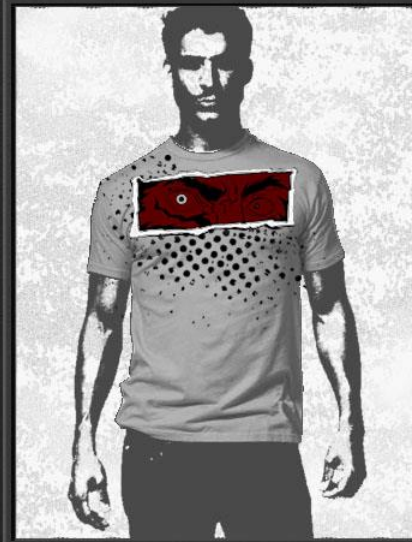
Attitude Line

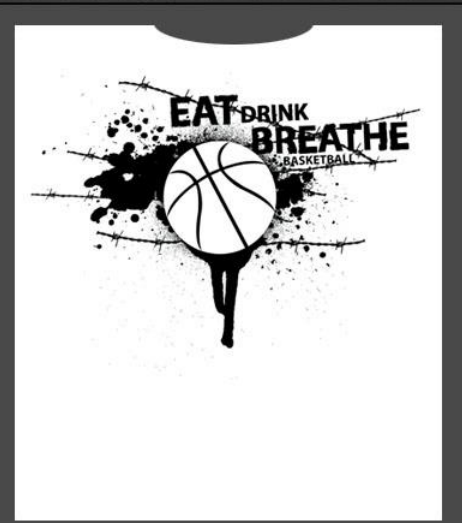
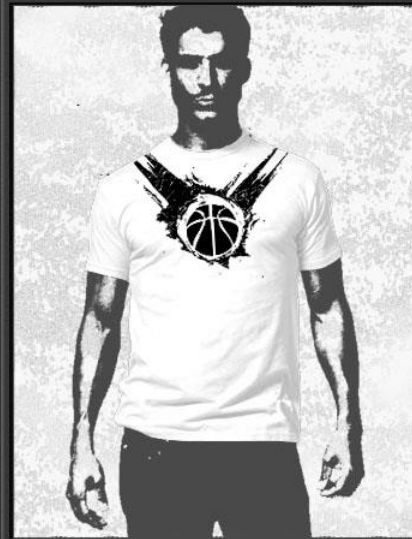
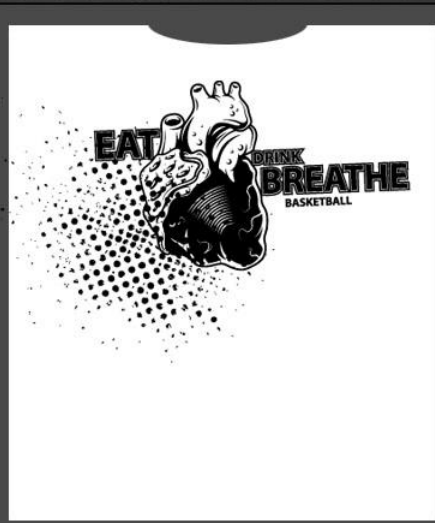
Primal Instincts

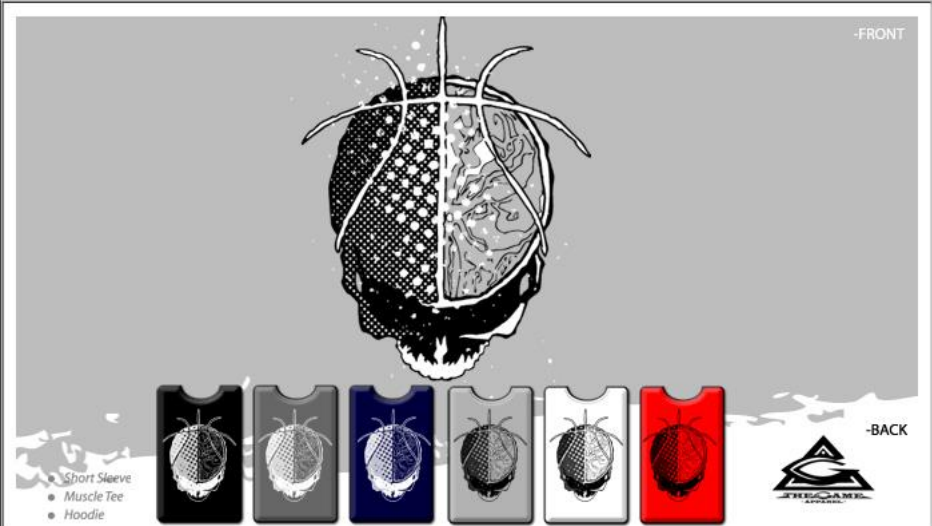
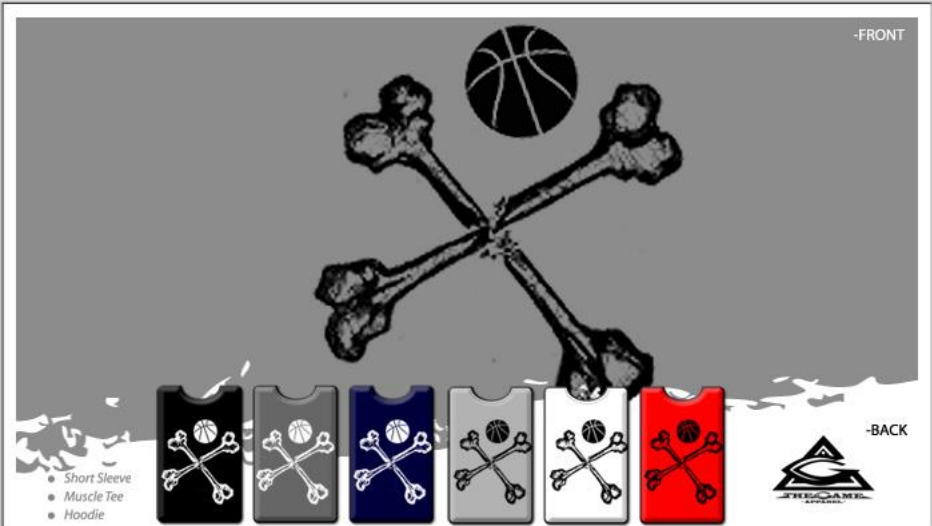
line



© Lore International.







**EAT DRINK BREATHE BASKETBALL**

-FRONT

-BACK

- Short Sleeve
- Muscle Tee
- Hoodie

**EAT DRINK BREATHE BASKETBALL**

-FRONT

-BACK

- Short Sleeve
- Muscle Tee
- Hoodie

**King of the Court**

-FRONT

-BACK

- Short Sleeve
- Muscle Tee
- Hoodie

**King of the Court**

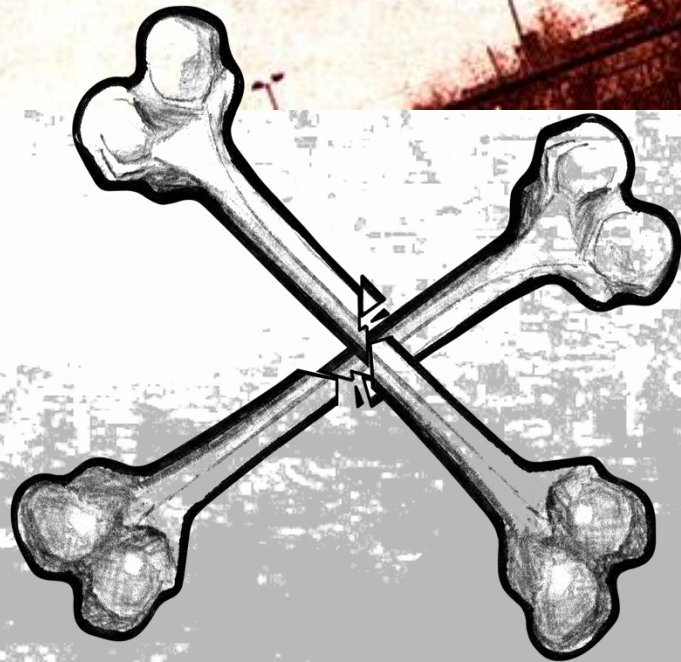
-FRONT

-BACK

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# EAT DRINK BREATHE



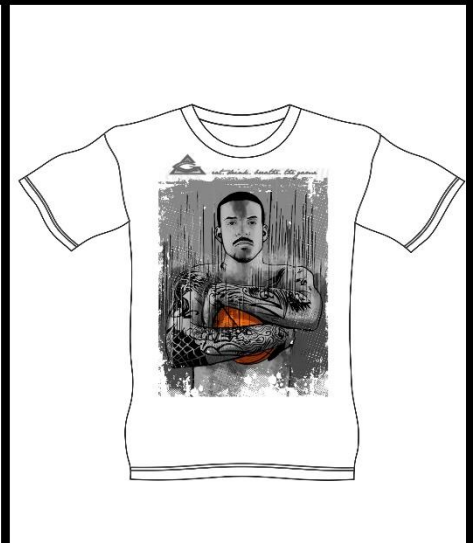
© Lore International.

Company: The Game Apparel | Sport: Basketball | Category: Ink | Artist: Michael Buntyln



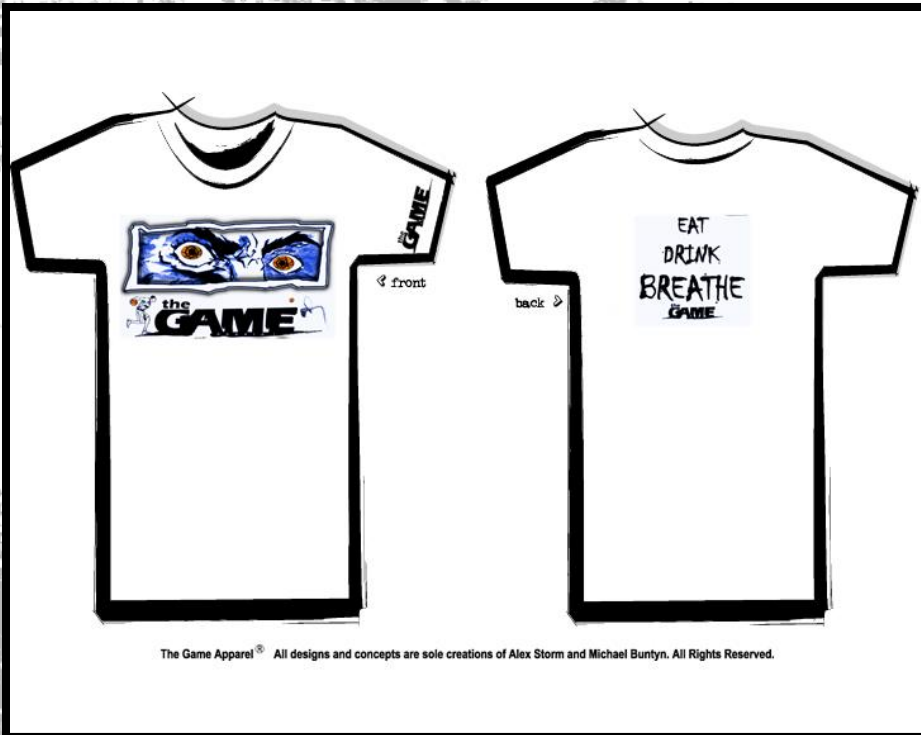
# Signature Line

Company: The Game Apparel | Sport: Basketball | Category: Ink | Artist: Michael Buntyln





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# Brand Partner



## GIOVANNI JACKSON

### Producer:

Mr. Jackson has more than 30 years experience in developing, creating, performing, recording, financing, and producing music, film, television, and multimedia entertainment. He has written or produced songs for some of today's most recognizable artists, and produced several notable feature films. His particular passion is to bring high quality media and entertainment education to talented ethnic minority youth. Mr. Jackson is a member of the Grammy Foundation, Producers Guild, Screen Actors Guild, and the Motion Picture Association of America, and founder and executive of several entertainment companies. Access to the biggest talent agencies in the world, including the William Morris Agency (WME), United Talent Agency (UTA), and Creative Artist Agency (CAA)



EAT  
DRINK  
BREATHE



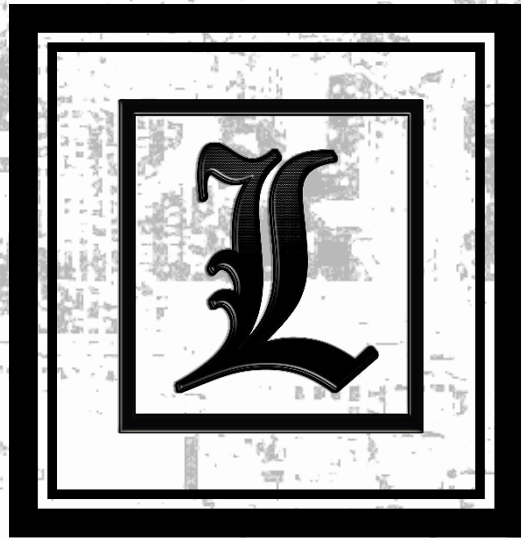
Partnering of our companies to create franchise merchandise

Lore International - JR6 Entertainment

We will revolutionize sports apparel

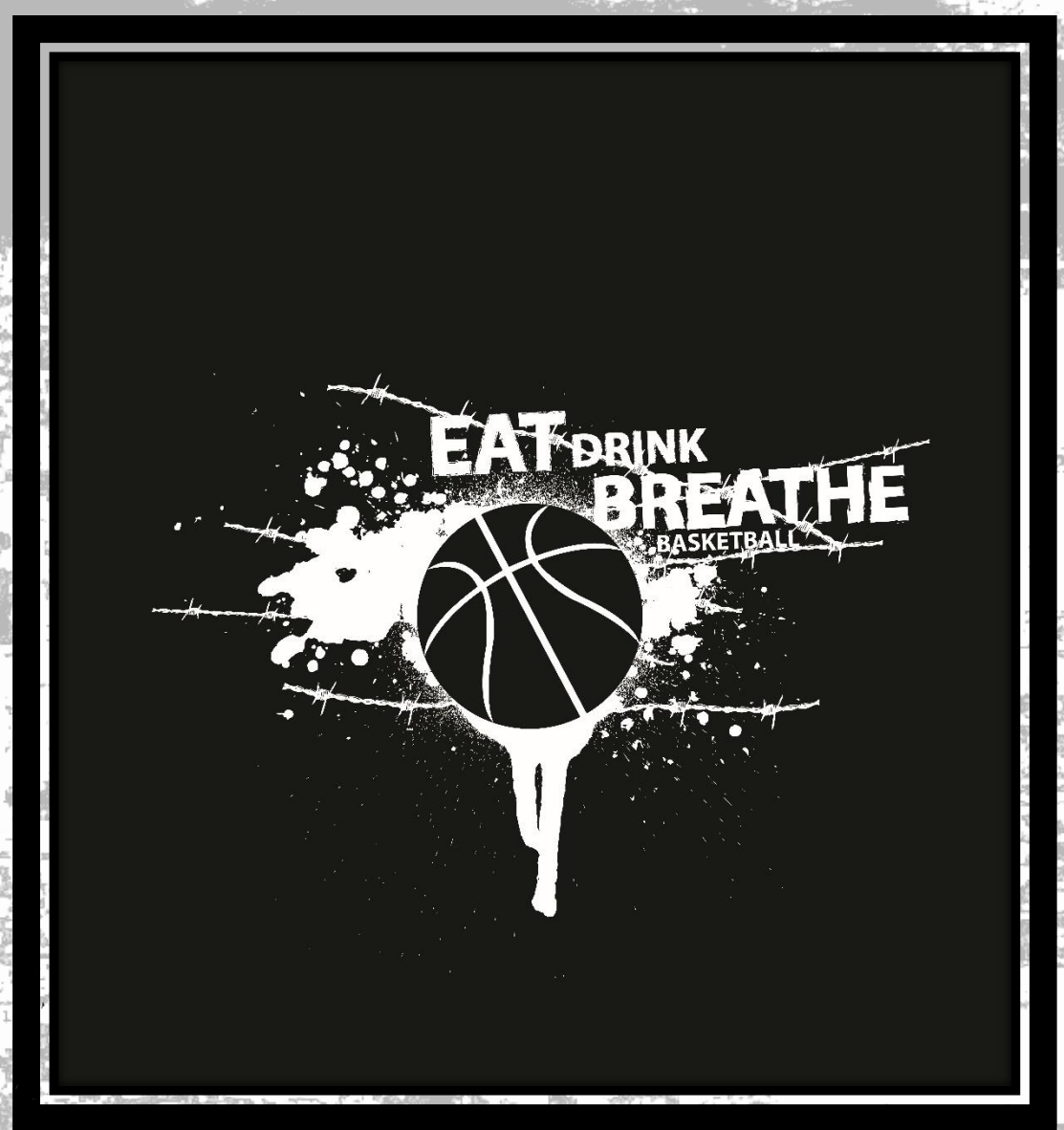
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LORE™

I N T E R N A T I O N A L



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