

FLAVOR WEAR™ Brochure Copy

Bringing It All Together with Flavor

Look no farther than Flavor for the best in casual wear. Flavor Wear™ clothing is fun, colorful, comfortable, perfect for today's laid back lifestyles—and affordable. Before we put our unique Flavor logo on a new item, we make sure that item is also the highest quality. We take pride in designing and offering stylish, upscale clothing you can enjoy every day, for many days, without spending a fortune.

The Flavor Wear line includes unisex shirts (sweatshirts, t-shirts, a classic dress shirt) and fitted t-shirts for women. You can also choose from a variety of Flavor Wear accessories, including backpacks, bags, and caps (baseball, beanies and bucket).



The Flavor Logo

The Flavor logo is unique and eye-catching. Chances are, when you wear a Flavor Wear shirt or hat, someone will ask you what it means. (Can you find the word “Flavor” in the logo?) Of course, Flavor means great clothes, but, more important, it stands for our mission statement.

The Flavor Mission Statement

Flavor Wear is designed to bring one soul to all races: Unity among red, yellow, brown, black, and white.

FLAVOR stands for: **F**or **L**oving **A**ll **V**ariations of **R**aces.

When you wear a piece of Flavor Wear clothing, you are helping awaken the conscious choice of UNITY among all races and ages. Grow with Flavor.

The Roots of Flavor Wear

Flavor Wear was founded in 1997 by Colar Sydney. Originally from Baton Rouge, Louisiana, Colar moved to Southern California at the age of 18 to follow his dreams of becoming an actor, model, and fashion designer. From these dreams came the idea for Flavor Wear.

Flavor Wear in the Community

In addition to following his own dreams, and spreading his vision of unity, Colar donates a portion of Flavor Wear profits to helping others. He supports local youth organizations, sponsors sporting events such as golf tournaments, and holds the Flavor Wear Annual Homeless clothing drive. Colar also likes to encourage others to follow their dreams. He enjoys talking to young people across the country, assuring them that “a person with a desire can make a difference.”

