

# BRANDBLACK

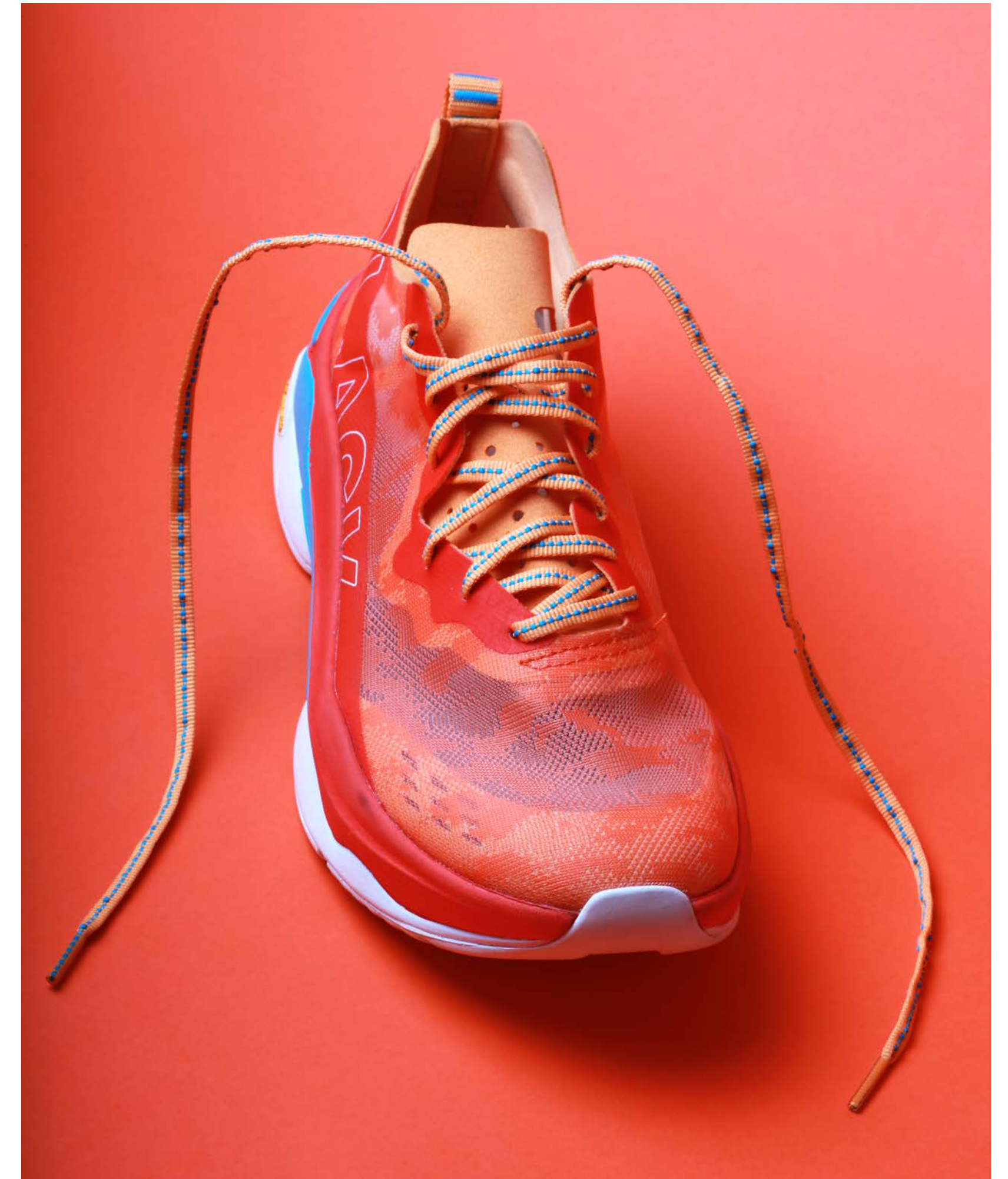
LOS ANGELES





OUR AMBITION /

**TO BRING BEAUTY, SIMPLICITY  
AND SEAMLESSNESS TO ACTIVE  
IDEALISTS' EVERYDAY LIVES**



# WHO WE ARE /

**FOUNDED IN 2014, BRANDBLACK IS A LOS ANGELES BASED BRAND THAT SEAMLESSLY INTEGRATE ATHLETIC FUNCTIONALITY , FASHION ELEGANCE , MINIMALIST DESIGN AND INNOVATION.**

**DAVID RAYSSE, THE BRAND FOUNDER COMES FROM A LONG LINE OF CREATIVES WHICH INCLUDES HIS FATHER GILLES RAYSSE, ONE OF THE ORIGINAL FOUNDERS OF FASHION BRAND KENZO. DAVID HAS 25 YEARS OF FOOTWEAR DESIGN. HE ATTENDED PRATT AND HAS DESIGNED SUCH ICONIC BASKETBALL SHOES AS THE GRANT HILL II AND THE “STACKHOUSE” FOR FILA. DAVID THEN FOLLOWED HIS PASSION FOR SPORTS AND FASHIONBY CREATING BRANDBLACK, A BRAND THAT BALANCES THE CONCEPT OF BOTH PERFORMANCE AND FASHION IN A UNIQUE AND CREATIVE WAY.**

**CO-FOUNDER BILLY DILL COMES FROM AN ART AND FASHION BACKGROUND. HE HAS OVER 20 YEARS AS A DESIGNER HAS ALSO HAS A BACKGROUND AS A FASHION BUYER , VISUAL MERCHANDISER AND PROMOTER WORKING ON NUMEROUS HIGH LEVEL PROJECTS FOR GLOBAL BRANDS SUCH AS NIKE AND AGNES B.**

**DAVID AND BILLY COMBINE THEIR CREATIVE ENERGY, LOVE OF INNOVATION , DESIGN AND FASHION INTO ONE SINGULAR VOICE, THE VOICE OF THE FUTURE, THE VOICE OF BRANDBLACK.**

OUR INTENTION /

**DESIGN PRODUCTS THAT ELEVATE  
AN ACTIVE LIFESTYLE THROUGH A  
BALANCE OF FORM & FUNCTION**





# OUR IMPERATIVES /



**FUNCTION**FASHION**FORM**

# MANIFESTO /

**We envision a future that is distinctly human,  
where life leads design and people precede product.  
Our small and nimble team works harder and smarter  
to infuse simplicity and seamlessness into everyday life;  
to reunite style and substance;  
to find a natural harmony between technology and humanity;  
to bring our vision of the future one step closer to reality.  
We are the exception to the expected.  
We are Brandblack.**





**We're a collaborative team of  
individuals that work harder  
and smarter to make our  
ideas a reality.**



## **DESIGN FOR A MORE HUMAN FUTURE**

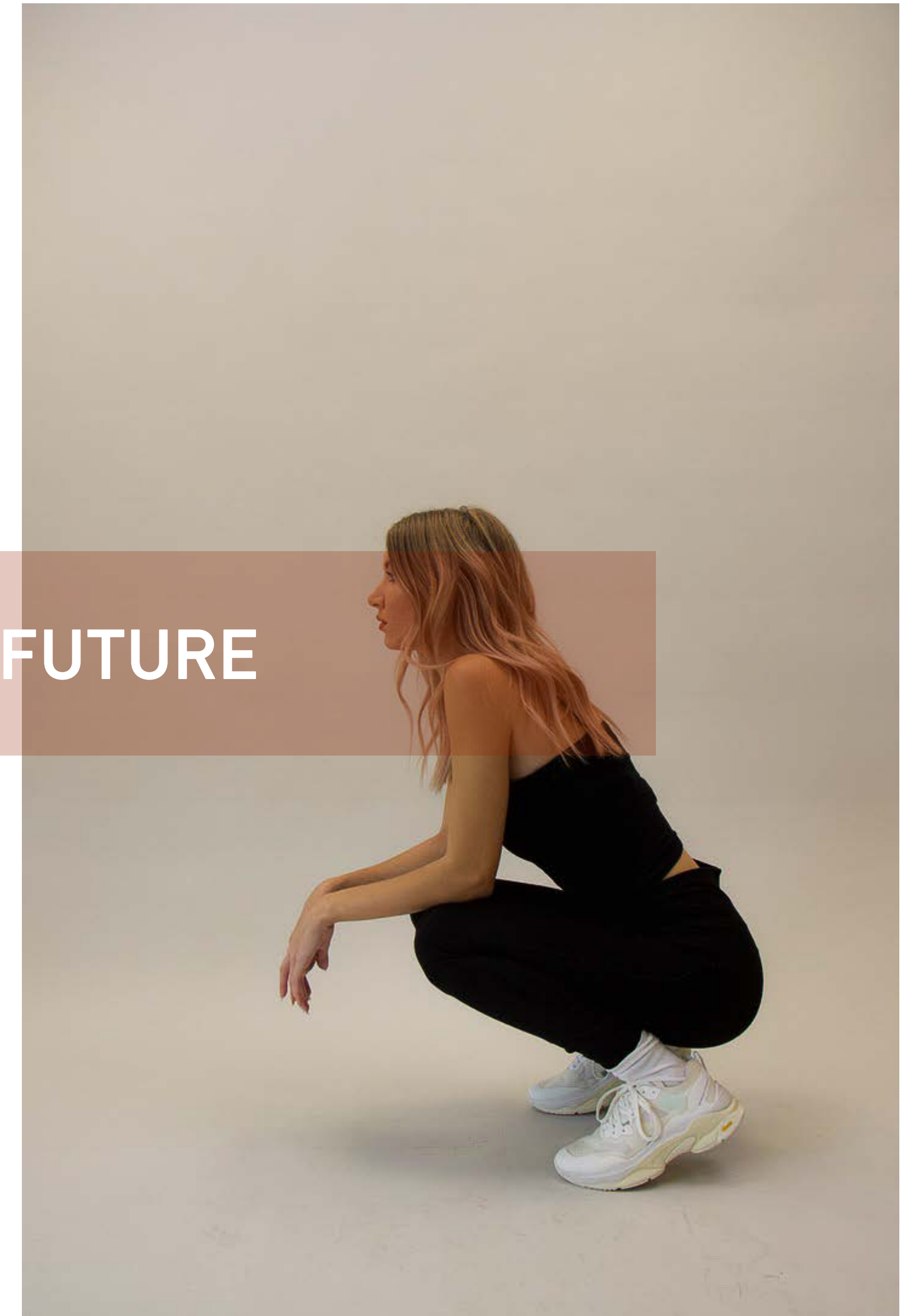
**The best way to predict the  
future is to create it.**

**Brandblack does this through  
constant experimentation.**





DESIGN FOR A MORE HUMAN FUTURE







DESIGN FOR A MORE HUMAN FUTURE





**BRANDBLACK**  
LOS ANGELES