



Imago Dei Apparel — Brand Summary

Imago Dei Apparel is a luxury faith-based streetwear brand built around the belief that every person is made in the image of God. The name Imago Dei—Latin for “Image of God”—positions the brand as more than clothing: it is a wearable expression of identity, purpose, and spiritual confidence.

The brand merges elevated fashion codes with the authenticity of contemporary streetwear. Previous creative directions establish a distinctive visual language through refined black, gold, cream, charcoal, crimson, and select high-impact colorways; a recognizable crown motif and IDA monogram; premium, minimal wordmarks; and bold graphic treatments rooted in Scripture. The recurring message, “Made in His Image,” acts as the brand’s central statement of value and belonging.

The Concept

Imago Dei transformss faith into a luxury cultural product—designed for people who want their clothing to reflect both style and conviction. Each garment can balance restrained premium branding on the front with impactful storytelling on the back: Scripture references, symbolic imagery, and statements that invite reflection without compromising street-level relevance.

The concept is intentionally positioned between high-end minimalism and expressive graphic streetwear:

- **Luxury:** Premium silhouettes, disciplined typography, tonal applications, metallic-gold details, and intentional limited-drop presentation.
- **Streetwear:** Oversized or elevated everyday essentials, bold back graphics, collectible colorways, and a recognizable icon system.
- **Faith:** Biblical truth presented with confidence, creative depth, and cultural fluency—not as an afterthought or a generic religious graphic.

Business Positioning



Imago Dei Apparel serves a growing audience of style-conscious consumers who view faith, identity, and personal expression as interconnected. Its opportunity is to occupy a distinct space in the market: premium streetwear with a spiritual foundation. The brand is designed to resonate with believers while remaining visually compelling to a broader fashion audience drawn to meaningful design, symbolism, and elevated craftsmanship.

Brand essence: Luxury streetwear created to remind people of who they are—and whose image they bear.