(A) FALL / HOLIDAY 2012



SULLEN CLOTHING:

SULLEN IS AN ART-DRIVEN LIFESTYLE APPAREL BRAND THAT INTERGRATES LIKE MINDED SUB CULTURES WITHIN ONE PLATFORM. CO-OWNER RYAN SMITH, A PROFESSIONAL TATTOO ARTIST FOR **OVER 14 YEARS HAS BUILT RELATIONSHIPS WITH** SOME OF THE WORLDS TOP TATTOO ARTISTS. GRAFFITI ARTISTS, AND PAINTERS ~ THE 'SULLEN ART COLLECTIVE.' SULLEN IS ALSO VERY DEEPLY ROOTED IN THE LOCAL MUSIC SCENE AND IN ACTION SPORTS. WE ARE NOT DEFINED BY ANY ONE STYLE OF MUSIC. SINGLE SPORT. ARTISTIC STYLE OR CULTURE. WE REPRESENT A COMMUNITY OF CULTURALLY AWARE INDIVIDUALS INSPIRED BY A DIVERSE RANGE OF INTRESTS, EACH OF WHICH IS REPRESENTED THROUGH SULLEN'S UNDERGROUND MOVEMENT. YOU COULD DESCRIBE SULLEN'S LIFESTYLE IN MANY WAYS....BUT IT ALWAYS COMES BACK TO THE ART.

PHOTOGRAPHY BY: NICOLE CALDWELL

Fall 2012

MENS PGS 1-12 / TEES PGS 13-14 / SULLEN X GRENADE PGS 15-19 / OUTERWEAR & WOVENS PGS 20-22 / HATS PGS 23-24 / BELTS & WALLETS PGS 25-26 / ACCESSORIES

Womens

PGS 27-30 / DRESSES & TOPS PGS 31-38 / TEES PGS 39-40 / Sweatshirts PGS 41-42 / Handbags & Wallets

YOUTH pgs 43-44 / tees

Holiday 2012

MENS PGS 46-48 / TEES & FLEECE PGS 49-50 / FLEECE & Accessories

WOMENS PGS 51-52 / Tees & Tops

SHIPPING DATES

JULY 1ST 2012 AUGUST 1ST 2012 SEPTEMBER 1ST 2012 OCTOBER 1ST 2012

NEW PRE-ORDER SYSTEM

OVER THE YEARS WE HAVE DONE OUR VERY BEST TO FILL ALL YOUR ORDER REQUESTS AS SOON AS POSSIBLE. WE HAVE RECENTLY HIT THE LEVEL THAT WE CAN NO LONGER SUPPORT ALL THE 'AT-ONCE' ORDERS YOU SUBMIT. YOU MAY ALREADY BE ACCUSUSTOMED TO THE PRE-ORDERING PROCESS WITH ALL THE OTHER LARGE BRANDS AND WILL HAVE TO BEGIN ORDERING THIS WAY FROM SULLEN AS WELL. WE ABSOUTELY NEED YOUR FALL 2012 PRE-ORDERS SUBMITTED BY APRIL 30TH TO ENSURE YOU RECEIVE THE FALL PRODUCT YOU WOULD LIKE. WE HAVE IDENTIFIED THREE SHIPPING WINDOWS FOR YOU TO RECEIVE THE NEW COLLECTION, 7-1-12, 8-1-12 AND 9-1-12. WE THANK YOU FOR UNDERSTANDING AND APPRECIATE YOU WORKING WITH US ON OUR NEW BUSINESS MODEL. WE LOOK FORWARD TO CONTINUALLY IMPRESSING YOU WITH SOME OF THE BEST ARTWORK IN THE WORLD.





























EQUANDE

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FALL

FALL

THEDINGO

GXS RIOT SNOWBOARDING JACKET S-2XL

GRENAD

Oliter

15k/10k coated polyester jacket with waterproof tape seams, zippers and pockets. Interior cargo pockets, goggle pocket, zip out gaiter, ipod pocket & quick response hood system

GXS RIOT SNOWBOARDING GLOVES S-L

LATTER STRETCH BODY PIPE SNOWBOARDING GLOVES WITH PERFOR-Mance Neoprene Knuckles, Silicone Printed Palm Graphics, Hipora Breathable Material with Breathable Insert Lining





FALL

HEAVEN HOODIE

100% COTTON FLEECE WITH DARK HEATHER GREY HOOD LINING AND OVERSIZED PRINTED ARTWORK FRONT & BACK

NATIVE HOODIE

100% COTTON FLEECE WITH DARK HEATHER GREY HOOD LINING AND OVERSIZED PRINTED ARTWORK FRONT & BACK

S-3XL

S-3XL



BADGE OF HONOR HOODIE S-3XL

100% cotton hooded fleece with oversized print



PROTECTOR CUSTOM HOODIE S-3XL

100% cotton hooded sweatshirt with sherpa hood lining and embroidery on chest



DISTORT KNITTED SWEATSHIRT S-2XL

100% COTTON L/S KNITTED SWEATSHIRT WITH BLACK YARN DYE ARTWORK

FALL

HAIL CUSTOM HOODIE

100% cotton hooded sweatshirt with duel color material, 2 chest pockets and 2 side pockets S-3XL



FALL

BLACK ANCHOR CREW FLEECE S-3XL

SUIIEN

100% COTTON CREW NECK SWEATSHIRT WITH CUSTOM EMBROIDERY ON FRONT CHEST & BACK LOWER SEAM

FAL

CALI LOVE CREW FLEECE

100% COTTON CREW NECK SWEATSHIRT WITH OVERSIZED FRONT AND BACK PRINTED ARTWORK S-3XL





LOADED L/S WOVEN

S-3XL

S-3XL

COTTON/POLY BLEND LONG SLEEVE BUTTON UP SHIRT WITH FRONT POCKETS, SHOULDER EPIULETTES AND CUSTOM BUTTONS

EDGE L/S WOVEN

COTTON/POLY BLEND LONG SLEEVE BUTTON UP SHIRT WITH CHEST POCKETS, CUSTOM BUTTONS AND EMBROIDERY

FALL













COLLECTIVE SOCKS

COTTON SOCKS WITH KNITTED LOGO ON SOCK ANKLE & TOP. 3 COLORWAYS SOLD IN PRE-PACKS OF 2



FALL

RIDE FREE BANDANA

24in X 24in cotton bandana with discharge print sold in pre-packs of 2





BLACK LANYARD WITH WHITE PRINTED SULLEN ART COLLECTIVE BADGE AND LETTERING BY NORM SOLD IN PRE-PACKS OF 4



SCORCHED SOCKS

COTTON SOCKS WITH KNITTED LOGO ON SOCK ANKLE & TOP. 3 COLORWAYS SOLD IN PRE-PACKS OF 2



FALL

FALL

FALL



PIN BADGE BANDANA

24in X 24in cotton printed bandana availble in 2 colorways sold in pre-packs of 2



ANGELS LANYARD

BLACK LANYARD WITH SULLEN ANGEL PRINTED LETTERING. ENTIRE INSIDE OF LAYARD IS GRAY DAMASK PRINT SOLD IN PRE-PACKS OF 4











HEAVEN LCT % COTTON CUSTOM LASER CUT SLEEVE TUNIC T

XS-X

XS-XL

100% COTTON CUSTOM LASER CUT SLEEVE TUNIC TOP FULL PRINTED ARTWORK ON FRONT

Acuna Badge LCT

100% COTTON CUSTOM LASER CUT SLEEVE TUNIC TOP FULL COLOR PRINTED ARTWORK ON FRONT

FALL













PAGE 37



PAGE 38





COLD SHOULDER

XS-XL

XS-X

FALL

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RAGLAN SLEEVES, LACE SHOULDERS AND LACE APPLIQUE At Chest, Logo Embroidery at Embroidery

FALL

Blackout Fleece

CROPPED PULLOVER FLEECE WITH LACE OVERLAYS AT SIDES, PRINTED ARTWORK ON FRONT AND BACK EMBROIDERY

ENVY HOODIE

100% COTTON HOODED SWEATSHIRT, BIG HOOD DESIGN WITH FULL COLOR PRINTED ARTWORK ON FRONT AND BACK

BADGE TOTE BAG

COTTON CANVAS BAG WITH SULLEN ART COLLECTIVE DETAIL AND BLACK FAUX LEATHER TRIMMING

FALL

FALI

STRIPE HANDBAG

COTTON CANVAS BAG WITH ALL OVER PRINT, COTTON WEBBING, Center Stripe Detail, custom Zipper Pulls & metal plaques

STRIPE WRISTLET

COTTON CANVAS WRISTLET WITH COTTON WEBBING, CENTER STRIPE DETAIL, CUSTOM ZIPPER PULLS, METAL PLAQUES & WRIST STRAP

FALL



COTTON CANVAS WRISTLET WITH SULLEN ART COLLECTIVE DETAIL, BLACK FAUX LEATHER TRIMMING & WRIST STRAP





FALL

LACED UP HANDBAG

FAUX LEATHER SHOLDER BAG WITH PRINTED PANELS, LACE UP DETAIL ON FRONT, CUSTOM ZIPPER PULLS AND ALL-OVER PRINTED INTERIOR

VM TEARS HANDBAG

FAUX LEATHER HANDBAG WITH PRINTED PANELS, FAUX LEATHER TRIMMING, CUSTOM PLAQUE AND PRINTED INTERIOR



VM TEARS CHECKBOOK

FAUX LEATHER CHECKBOOK WITH PRINTED PANELS, CUSTOM PLAQUE, ZIPPER PULLS AND ALL-OVER PRINTED INTERIOR

Metal Handbag

FAUX LEATHER BAG WITH FRONT STUDDED DETAIL ZIPPER POCKET, Custom Zipper Pulls and All-over printed interior

FALL









100% COTTON S/S TEE OVERSIZED PRINT

HOLIDAY





Acuna Badge Hoodie

S-3XL

100% Cotton light weight 6 oz hoodie with oversized Printed Artwork on Front & Back.

R.

HOLLDA

HOLIDAY -

HARD TIMES LEATHER BELT SIZES: S/M & L/XL

100% leather belt with embossed logos and metal buckle belts sold in pre-packs of 2 each









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