

steelo's

let your style speak for you

BRAND GUIDELINES

Minimalistic Luxury — Est. 2026







steelo's



steelo's



steelo's

RARE. REFINED. ACQUIRED.

LET YOUR STYLE SPEAK FOR YOU.

ESTD

2026



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Brand Identity Guidelines — steelo's 2026

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	let your style speak for you	

BRAND OVERVIEW

BRAND CONCEPT

Steelo's was born from a single, uncompromising belief: that a man should not have to shout to be heard. Founded in 2026 by Favour Chuku Cyprian known to the world as Baba Liam, Steelo's is a Nigerian luxury clothing brand built for the quietly confident.

The name speaks for itself. "Steelo" means to stand out, not through noise, but through presence. Through the way a linen shirt falls at the collar. Through the cut of a suit that fits exactly right. Through choices that say everything without saying a word.

Steelo's occupies the space between formal and effortless clean suits, tailored linens, and minimalist pieces crafted for the classic man who moves through every room with intention. This is not fashion for the crowd. It is clothing for the individual who has already decided who he is.

"Stand out
not by being
different but by being
exactly
yourself."

— Liam, Founder

**TO CRAFT TIMELESS, ACCESSIBLE LUXURY THAT EMPOWERS
EVERY MAN TO STAND OUT THROUGH QUIET CONFIDENCE
AND IMPECCABLE STYLE.**

TO BECOME THE DEFINING VOICE OF NIGERIAN QUIET LUXURY. A BRAND THAT PROVES STYLE NEEDS NO ACCENT, NO LABEL, AND NO VALIDATION.

VALUES

QUIET LUXURY

Quality speaks first. Every piece is designed to outlast trends and transcend occasions. Steelo's does not follow seasons, it follows standards.

ACCESSIBILITY

Luxury should not be exclusive by price alone. Steelo's believes great craftsmanship can meet a fair price point without compromise.

CULTURAL PRIDE

Built in Nigeria, dressed for the world. Steelo's carries the confidence of a culture that has always known how to dress, it simply demands the world pays attention.

TIMELESSNESS

No gimmicks. No noise. Only the kind of clothes you reach for again and again because they always feel right.

TONE OF VOICE

REFINED

Steelo's speaks with precision. Every word is chosen. The brand communicates the way a well-dressed man enters a room with calm, considered confidence.

WARM

Luxury should never feel cold. Steelo's is approachable and human, speaking to the man without condescension as an equal who understands his taste.

ASSURED

There is no need to oversell. Steelo's lets the product speak. The tone is declarative, never desperate certain of its worth without broadcasting it.

BRAND PERSONA

THE COMPOSED

INDIVIDUALIST

He doesn't announce himself. He walks into a room and the room notices. He invests in pieces that last, values craft over hype, and reads labels not for brands but for fabric. He could be 24 or 54, age doesn't define him. Confidence does.

ARCHETYPE

The Refined Individualist

ORIENTATION

Self-expression through restraint

CORE DESIRE

To stand out without standing apart

MAIN STRENGTH

Effortless, considered personal style

MAIN FEAR

Blending in. Being overlooked.

tone

Calm, Direct, Assured

GOAL

Build a wardrobe that reflects who he is, not where he is going.

STRATEGY

Invest in timeless pieces. Buy less, buy better. Let style speak quietly.

FEAR

Trend driven fashion. Loud logos. Things that need an explanation.

USER PERSONAS

THE YOUNG PROFESSIONAL

ADEBAYO

24 yrs, Male

Lagos, Nigeria

Entry-level professional,
earning ₦300k–₦500k/month

BUYING STYLE

Considered buyer. Researches before purchasing.
Prefers quality over quantity.

PAIN POINTS

Struggles to find formal pieces that feel fresh,
not stiff. Wants to look expensive without
overpaying.

PREFERENCES

Clean cuts, neutral tones, linen shirts,
well-structured blazers. Minimal branding.

FINDS US VIA

Instagram, word of mouth, style creators.



PSYCHOGRAPHICS

- Ambitious and style-conscious
- Follows menswear culture online
- Values brands with a clear aesthetic
- Inspired by Nigerian creatives who dress well
- Wants to project success before he achieves it fully

QUOTE

"I want to look like I have it together, because I do. I just need clothes that say that without screaming it."

— Adebayo, 24

THE CLASSIC MAN

EMEKA

52 yrs, Male

Abuja, Nigeria

Senior professional,
earning ₦3.5M+/month

BUYING STYLE

Invests deliberately. Loyal to brands that earn his trust. Buys to keep.

PAIN POINTS

Hard to find Nigerian brands that match his standards. Tired of international shipping. Wants local excellence.

PREFERENCES

Tailored suits, quality linen, versatile pieces. Minimal, timeless, functional.

FINDS US VIA

Referral, physical stores, LinkedIn, style peers.



PSYCHOGRAPHICS

- Established, composed, not trend-driven
- Dresses with intention every single day
- Champions Nigerian craft and quality
- Values experience and attention to detail
- Wants to represent the best of himself always

QUOTE

"I don't buy clothes. I buy standards. Steelo's understands that. You can feel it in the fabric before you even look at the price."

— Emeka, 52

LOGO SYSTEM

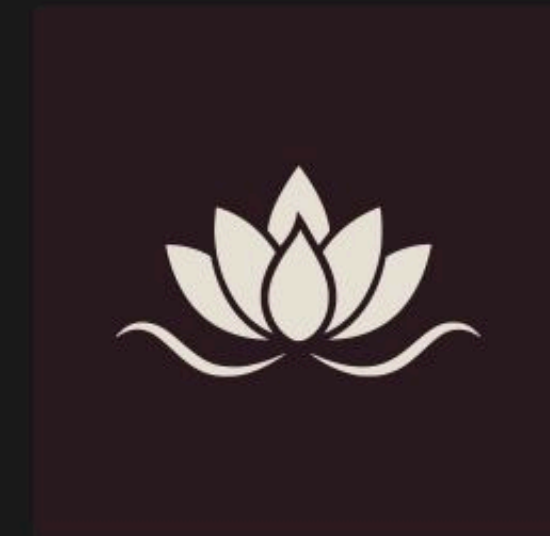
Mark. Wordmark. Logotype. Emblem.

LOGO CONCEPT

The Steelo's logo system is built on two interlocking ideas: the lotus and the letter. The lotus flower *rising from water*, blooming in stillness embodies the brand's core truth: that true distinction emerges not from noise, but from quiet, rooted confidence.

The wordmark uses a rounded, geometric sans-serif set entirely in lowercase *deliberate, approachable, and quietly self-assured*. The apostrophe in steelo's is not punctuation alone; it is a mark of ownership. Of identity claimed.

The water wave beneath the lotus grounds the mark a *reminder that elegance is not effortless by accident*. It is cultivated, below the surface, before it blooms above it.



steelo'tus

FULL LOGO

The full Steelo's logo combines the lotus mark above the wordmark, united by the water wave. This is the primary logo — the complete expression of the brand's identity. Use this version wherever space allows.



On Cream

CREAM / PRIMARY



On Charcoal

DARK / REVERSED



On Burgundy

BURGUNDY / BRAND

LOGO CLEAR SPACE

To preserve the integrity and legibility of the Steelo's logo, a minimum clear space must be maintained on all sides. This zone is defined by the height of the lowercase 's' in the wordmark referred to here as the S-unit.



S-unit = height of 's' in wordmark

LOGO GUIDELINES

The Steelo's logo has been carefully crafted and must never be altered. The examples below illustrate incorrect usage.

DO NOT
STRETCH



Never distort or change the logo proportions



DO NOT
ROTATE



The logo must always appear upright



DO NOT
RECOLOUR



Only approved colour versions may be used



DO NOT
ADD EFFECTS



No shadows, glows, or outlines



DO NOT
CROWD



Respect the clear space at all times



DO NOT
PLACE ON BUSY
BACKGROUNDS



Ensure sufficient contrast at all times



COLOURS

Primary. Secondary. Earth Tones.

COLOUR RATIONALE

Steele's colour system is a study in quiet authority. Burgundy is deep, mature, and unflinching anchors the brand with a sense of earned confidence. It does not seek attention; it commands it.

Milky cream speaks to warmth and accessibility. It is the colour of quality cloth left unbleached, honest, natural, and refined without pretension.

The earth tones, warm browns, taupes, and sands reflect the Nigerian landscape and the textures of quality fabric. They ground the brand in something real, something rooted. Together, the palette tells a story of men who dress with purpose, not performance.

BURGUNDY

#941E41

MILKY CREAM

#F0EBDB

CHARCOAL

#1A1A1A

WARM BROWN

#8B6545

TAN

#DEC8AD

TAUPE

#BFAF9F

PRIMARY COLOURS



BURGUNDY
#941E41

Primary Brand Colour
PANTONE 222 C
RGB 148, 30, 65
CMYK 0, 80, 56, 42

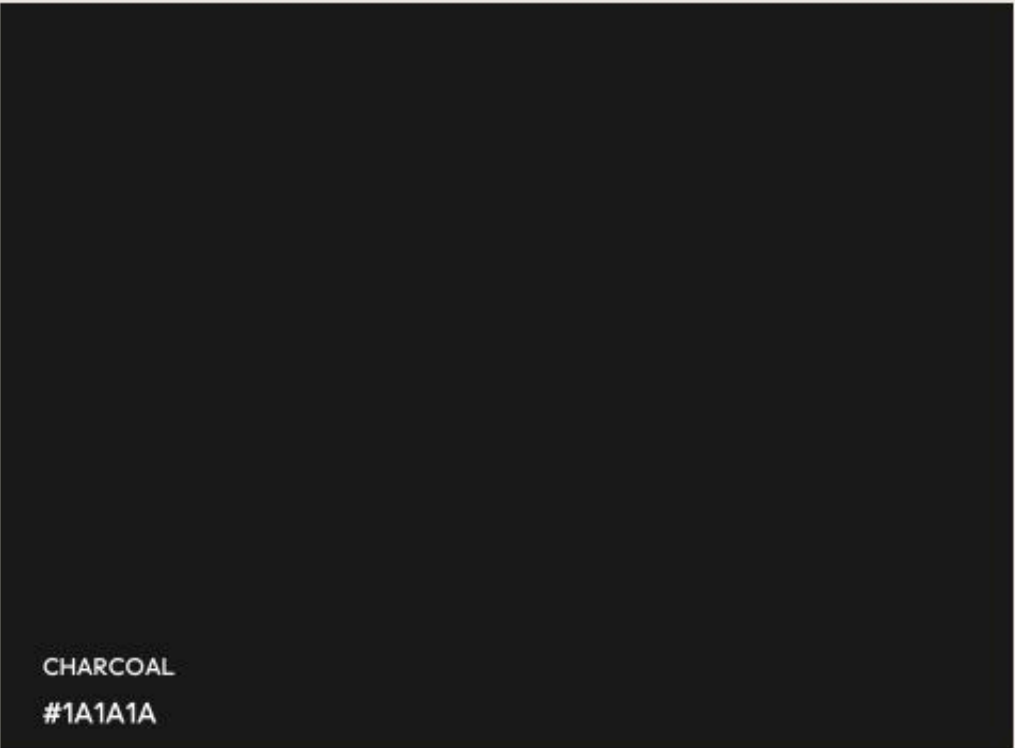
The signature of Steelo's. Use for primary brand elements, accents, and key UI moments.



MILKY CREAM
#F0EBDB

Primary Background
PANTONE 9183 C
RGB 240, 235, 219
CMYK 0, 2, 9, 6

The resting tone of the brand. Use as primary background colour across all applications.



CHARCOAL
#1A1A1A

Primary Text & Dark Applications
PANTONE Black 6 C
RGB 26, 26, 26
CMYK 0, 0, 0, 90

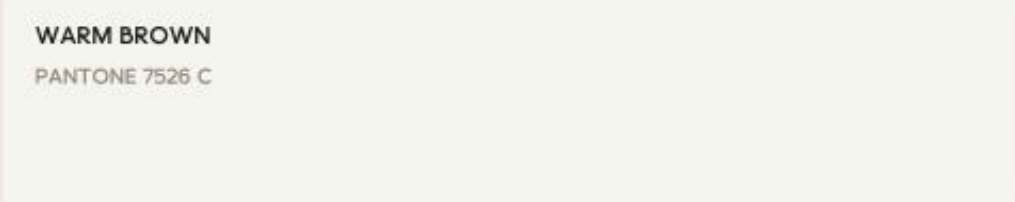
For all body text, dark backgrounds, and strong contrast moments.

SECONDARY COLOURS

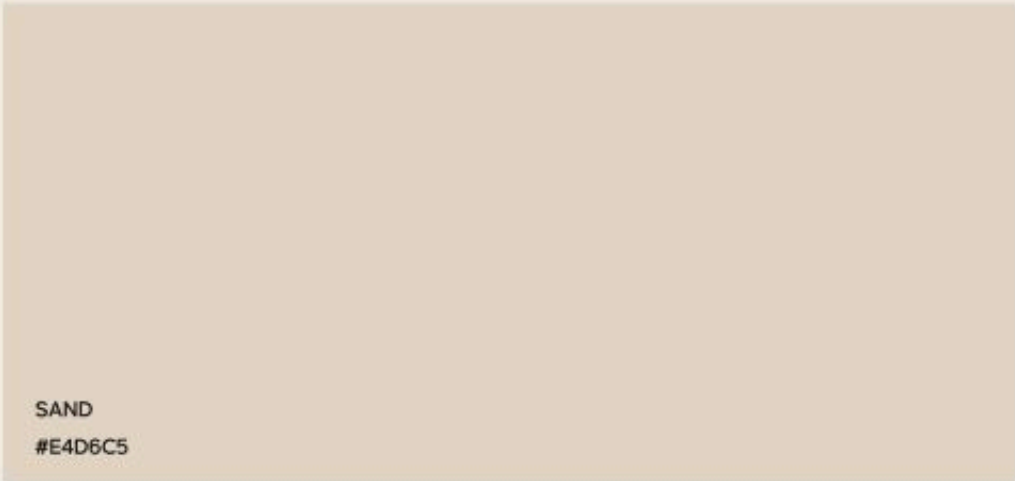
Earth Tones



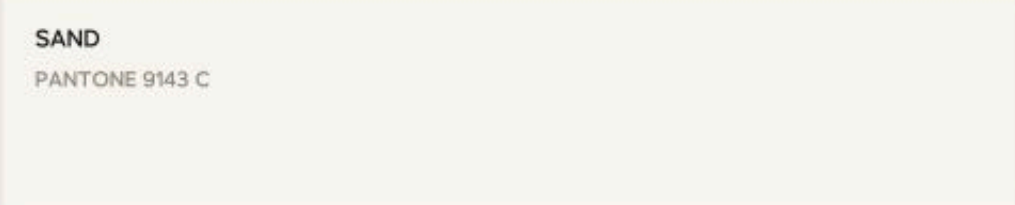
WARM BROWN
#8B6545



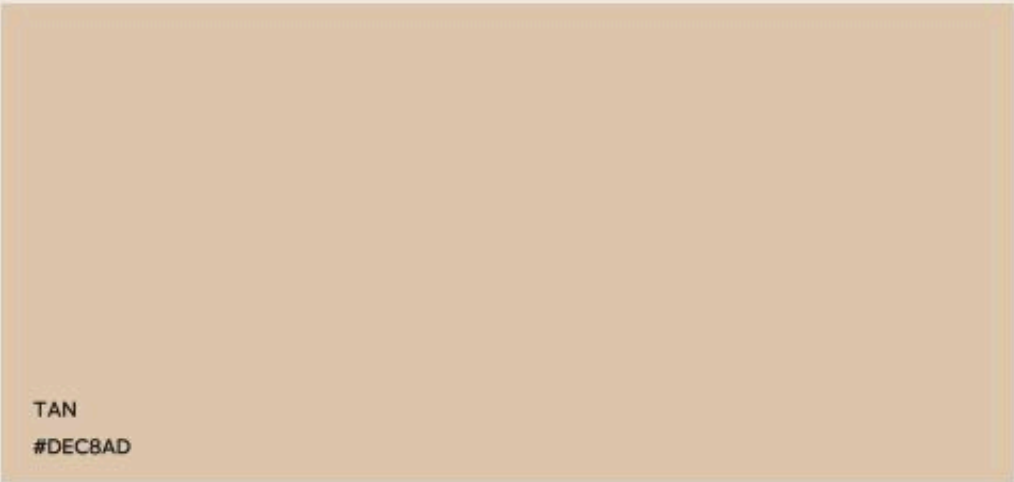
WARM BROWN
PANTONE 7526 C



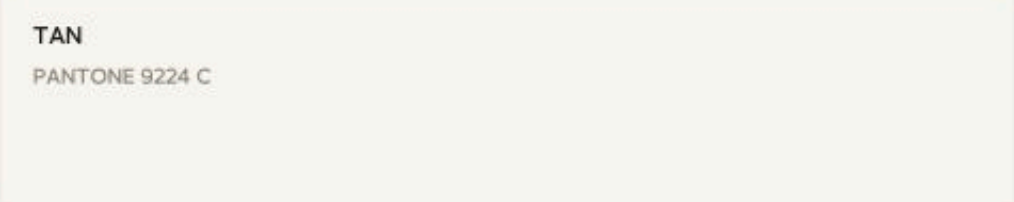
SAND
#E4D6C5



SAND
PANTONE 9143 C



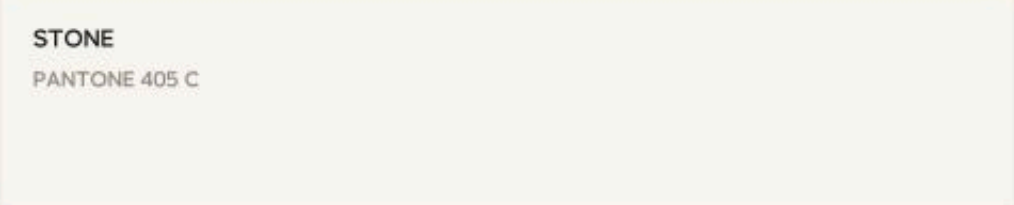
TAN
#DEC8AD



TAN
PANTONE 9224 C



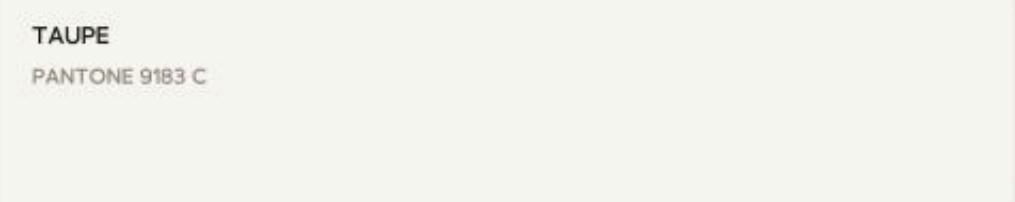
STONE
#AA9B8C



STONE
PANTONE 405 C



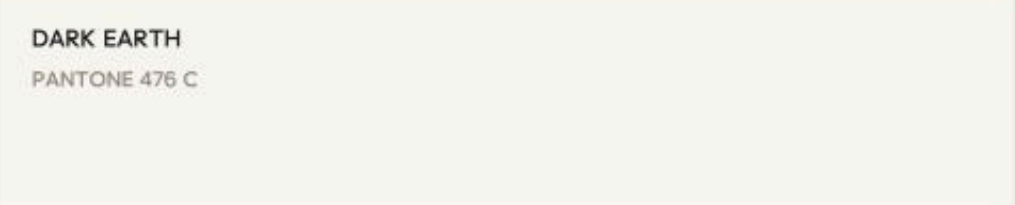
TAUPE
#BF9F9F



TAUPE
PANTONE 9183 C



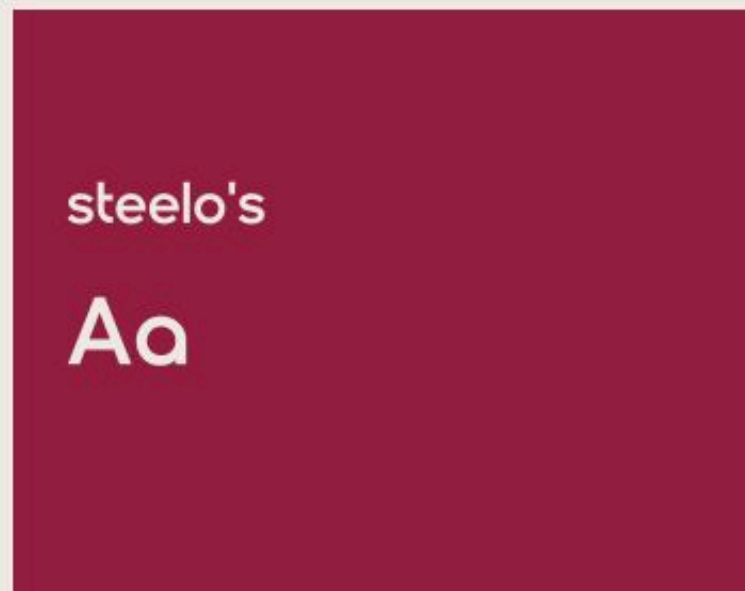
DARK EARTH
#423022



DARK EARTH
PANTONE 476 C

COLOUR PAIRINGS

Use only these approved combinations to maintain visual consistency.



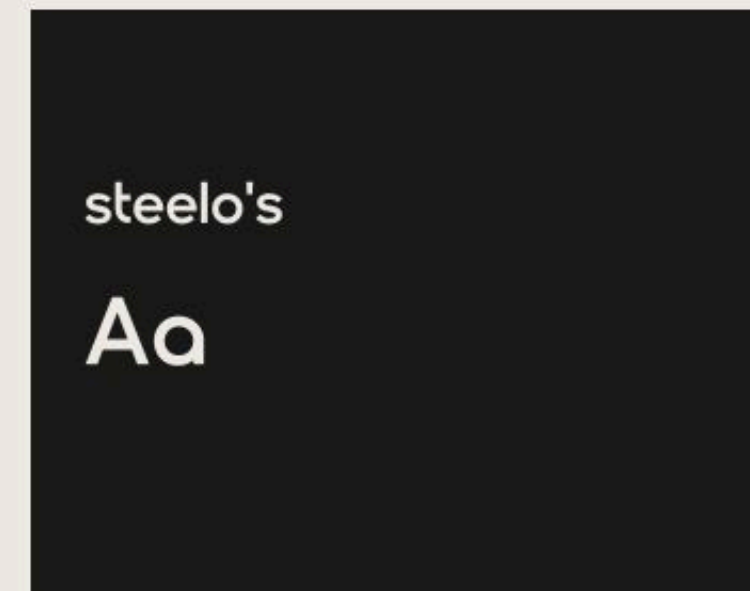
Burgundy + Cream

Primary brand communications, hero sections, key brand moments.



Cream + Charcoal

Standard layouts, body copy, most printed applications.



Charcoal + Cream

Dark mode, evening lookbook, high-contrast digital applications.



Cream + Burgundy

Accent text, section labels, decorative typography.

COLOUR GUIDELINES

- Do not combine two primary colours as backgrounds
- Do not use earth tones as the only colour in a composition — always pair with a primary
- Do not use gradients or blend brand colours
- Maintain a minimum contrast ratio of 4.5:1 for all text

TYPOGRAPHY

Primary. Secondary. Accent.

PRIMARY TYPEFACE

Usage: Headlines, display text, brand name.

Usage: Headlines, display text, brand name.

Rationale: Dyson Sans Modern’s clean, geometric structure reflects the brand’s minimalistic luxury positioning. Its precise letterforms communicate quiet authority, modern, refined, and effortlessly composed.

Dyson Sans Modern

ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & *

Weights in use:

ExtraBold

Brand name, cover headlines

Bold

Section titles, key headings

SemiBold

Subheadings, callouts

Regular

Body copy, captions

SECONDARY TYPEFACE

Usage: Body copy, captions, subheadings, all supporting text.

Rationale: *Inter* provides clean, functional legibility. Its neutral geometric structure complements *Dyson Sans Modern* without competing.

Inter

Regular / Medium / SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & *

TYPE SCALE

Display	Dyson Sans Modern ExtraBold	72–96pt	Cover & section openers
Heading 1	Dyson Sans Modern Bold	48–64pt	Page titles
Heading 2	Inter SemiBold	28–36pt	Section headers
Body	Inter Regular	12–14pt	All body copy
Caption	Inter Regular	9–11pt	Labels, footnotes

BRAND APPLICATIONS

PACKAGING

Every Steelo's package is an extension of the garment inside it. Packaging communicates before the product is even touched so it must be as considered, as refined, and as quietly assured as the brand itself.

SHOPPING BAG

Matte kraft paper, burgundy rope handles
Burgundy foil-stamped wordmark, cream tissue wrap
Size: A3 landscape — 420 x 297 mm

HANG TAG

300gsm uncoated stock, cream colourway
Front: wordmark + lotus. Back: care info
Size: 55 x 90 mm, burgundy cord

THANK YOU CARD

350gsm cream stock, letterpress print
Burgundy text: quote from founder
Size: A6 — 148 x 105 mm

GARMENT BAG

Heavyweight dust bag in cream cotton
Embroidered lotus mark, centre front
Size: 60 x 90 cm

TISSUE PAPER

Acid-free cream tissue, burgundy lotus watermark
Used to wrap all garments inside packaging

CLOTHING LABEL

Woven label in charcoal + cream thread
Wordmark only. Placed at centre back neck
Size: 25 x 30 mm

SHOPPING BAG

SIZES

Large: 320x380x120 mm
Medium: 240x300x100 mm
Small: 180x220x80 mm

MATERIAL

280gsm kraft paper
Matte cream laminate exterior
Burgundy interior liner

HANDLES

Twisted cotton rope — burgundy
Reinforced eyelet — brass finish
Handle drop: 180 mm

PRINT

Foil stamp — steelo's wordmark
Centre front — 80mm wide
Deboss logo on base flap

FINISH

Soft-touch matte laminate
Ribbon sticker seal on opening
Logo tissue wrap inside



BOX DIMENSIONS
Large: 350x350x120 mm
Medium: 250x250x100 mm
Small: 180x180x80 mm

MATERIAL
Rigid 2mm greyboard
Blush taupe linen wrap #D8C9BD
Magnetic closure lid

EXTERIOR
Blush taupe linen texture
Burgundy foil stamp — full logo
Bottom: address deboss

INTERIOR
Burgundy tissue paper
Nude cotton ribbon pull
Foam insert for items
Branded thank you card

LABEL
Printed kraft label
Tied with cotton string
Wax seal — lotus mark

STEELO'S

PACKAGING

2025



CREAM
#F0EBDB

BURGUNDY
#5B0F1A

PREMIUM MATTE FINISH
WITH SPOT UV & EMBOSS

TOP VIEW



SIDE VIEW



OPEN BOX



DETAIL



6.2d

steelo's
steelo's

Envelope.
Busta.

Printing:
Burgundy #941E41
Charcoal #1A1A1A

Paper:
120 g/m² white uncoated
Self-seal gummed flap

Size:
DL — 220 × 110 mm
C4 — 324 × 229 mm

Interior:
Burgundy geometric lining
Cream inner flap

Back flap:
Wordmark + tagline
Burgundy foil stamp



FORMATO 220 × 110 mm
SIZE 220 × 110 mm

steelo's

Recipient Name
Street Address, City
Country, Postcode

FORMATO 220 × 110 mm
Flat layout / Die-cut view

Logotype:
Nunito ExtraBold 10pt

Address:
Inter Regular 9pt

Back flap:
Wordmark + tagline
Burgundy foil stamp

PRINTED APPLICATIONS

BUSINESS CARD

Stock: 450gsm cream uncoated

Print: Letterpress + spot burgundy foil

Size: 85 × 55 mm

Front: Logo. Back: Name + contact

LETTERHEAD

Stock: 120gsm cream laid paper

Print: 1 colour — charcoal

Size: A4 — 210 × 297 mm

Logo top-left, contact footer

ENVELOPE

Stock: 120gsm cream, self-seal

Print: Wordmark rear flap, burgundy

Size: DL — 220 × 110 mm

Interior: Burgundy patterned lining

LOOKBOOK

Stock: 200gsm silk art paper, perfect bound

Print: Full colour throughout

Size: A4 portrait — 210 × 297 mm

Grid: 12-column, 20mm margins

RECEIPT

Stock: 80gsm thermal roll

Print: 1 colour — charcoal

Header: Logo + tagline

Footer: Website + social handles

INVOICE

Template: Digital PDF + printable

Typeface: Inter Regular, 10pt body

Colours: Cream BG, charcoal text, burgundy accent headers

6.2e

steelo's
steelo's

Business Card.
Biglietto da visita.

Printing:
Letterpress + foil stamp
Burgundy spot colour

Paper:
450 g/m² white uncoated
Soft-touch matte laminate

Size:
85 x 55 mm (standard)

Front:
Name, title, contact
Logo top-right

Back:
Full logo centred
Cream on Burgundy



FORMATO 85 x 55 mm
SIZE 85 x 55 mm

FRONT

Logotype:
Nunito ExtraBold

Name (front):
Inter Bold 12pt

Body (front):
Inter Regular 8pt

Back colour:
Burgundy #941E41



FORMATO 85 x 55 mm

BACK

steelo's
steelo's

Letter Continuation
Sheet.

Printing:
Burgundy #941E41
Charcoal #1A1A1A

Paper:
Conqueror CX22
120 g/m² white premium

Size:
A4 — 210 x 297 mm

Font:
Inter Regular
body 9/13pt

Note:
Minimal header only
No full branding
Page number centred

steelo's

— 2 —

— continued from previous page —

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilla Curae; Sed aliquam, nisi quis porttitor congue, elit erat euismod orci, ac placerat dolor lectus quis orci.

Pellentesque at lorem eu ipsum cursus venenatis. Morbi molestie velit vitae augue pretium, in gravida diam luctus. Donec luctus, ligula eu pretium aliquam, ipsum ipsum mollis lorem, et accumsan turpis urna in sapien. Nam dapibus sapien vel quam dictum, et malesuada quam feugiat.

Nam dapibus sapien vel quam dictum, et malesuada quam feugiat. Curabitur pretium tincidunt lacus. Nulla gravida orci a odio. Nullam varius, turpis molestie dictum semper, quam quam congue erat, vitae rutrum mauris velit in diam.

Favour Chuku Cyprian
Founder, Steelo's

STEELO'S

www.steelos.com

info@steelos.com

210 mm

A4 — 210 x 297 mm

Logotype:
Nunita ExtraBold
Body text:
Inter Regular 9/13

6.2c

steelo's
steelo's

With Compliments
Card.

Printing:
Burgundy foil stamp
Charcoal letterpress

Paper:
350 g/m² white uncoated
Soft touch laminate

Size:
210 × 99 mm (DL)

Front:
Logo + tagline
With compliments

Back:
Contact info
Handwritten note space



FORMATO 210 × 99 mm
SIZE 210 × 99 mm



Logotype:
Nunito ExtraBold 22pt

Tagline:
Inter Regular 8pt

Colour:
Burgundy #941E41

BACK

INVOICE

DOCUMENT TYPE

Tax Invoice / Receipt

PAPER SIZE

A4 — 210 x 297 mm
Portrait orientation

MARGINS

Top 25 mm · Bottom 20 mm
Left 20 mm · Right 20 mm

HEADER

Burgundy bar 40 mm height
steelo's wordmark — Dyson Sans Modern
Address & contact below logo

BODY FONT

Dyson Sans Modern Regular 9pt
Line items in clean table
Alternating cream row tint

FOOTER

Thin burgundy rule
Bank details · Thank you note
steelo's tagline in italic

steelo's

INVOICE

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INVOICE TO

Client Name
123 Victoria Island, Lagos, Nigeria

INVOICE NO.

STL-2026-0042

DATE

07 June 2026

ITEM	QTY	UNIT PRICE	AMOUNT
Steelo's Oxford Linen Shirt — White/S	1	N45,000	N45,000
Steelo's Wool Blend Trousers — Charcoal/32	2	N68,000	N136,000
Steelo's Monogram Tote Bag	1	N22,000	N22,000
Steelo's Gift Box Packaging	1	N5,500	N5,500
SUBTOTAL			N208,500
VAT (7.5%)			N15,638
TOTAL			N224,138

PAYMENT DETAILS

Bank: First Bank Nigeria
Account Name: Steelo's Fashion Ltd
Account No: 3012345678

Thank you for choosing steelo's — let your style speak for you

Lagos, Nigeria · steelosng@gmail.com · www.steelos.ng

CLOTHING APPLICATIONS

Brand identity extends into every garment. These are the approved methods of applying the Steelo's mark to clothing.

NECK TAG

Centre back neck

Woven label
25 x 30 mm
Charcoal + cream thread
Wordmark only

WOVEN LABEL
25 x 30 mm
Charcoal + Cream thread
Wordmark only

#003366 #F0E68C

TYPEFACE
Dyslex Sans Medium

NECK PRINT

Inside collar, below neck tag

Screen print
30 x 15 mm
Burgundy ink on cream
Logomark only

NECK PRINT
Screen print
30 x 15 mm
Burgundy ink on cream
Logomark only

LOCATION
Inside collar
below neck tag

TYPEFACE
Dyslex Sans Medium

SLEEVE PATCH

Left sleeve, 8cm from shoulder seam

Embroidered patch
40 x 40 mm
Burgundy thread on garment
Lotus mark only

SLEEVE PATCH
Embroidered patch
40 x 40 mm
Burgundy thread on garment
Lotus mark only

LOCATION
Left sleeve
8 cm from shoulder seam

TYPEFACE
Dyslex Sans Medium

CHEST EMBROIDERY

Left chest, 8cm from left edge

Tonal embroidery
30 x 30 mm
Matched to garment colour
Logomark only

CHEST EMBROIDERY
Tonal embroidery
30 x 30 mm
Matched to garment colour
Logomark only

LOCATION
Left chest
8 cm from left edge

TYPEFACE
Dyslex Sans Medium

HEM FLAG

Left side seam hem

Woven flag label
15 x 25 mm
Burgundy + cream
'sto' abbreviated mark

HEM FLAG
Woven flag label
15 x 25 mm
Burgundy + cream
'sto' abbreviated mark

LOCATION
Left side seam hem

TYPEFACE
Dyslex Sans Medium

HANG TAG

Attached to centre button or loop

300gsm cream stock
55 x 90 mm
Burgundy cord attached
Full logo front

HANG TAG
300gsm cream stock
55 x 90 mm
Burgundy cord attached
Full logo front

LOCATION
Attached to centre button or loop

TYPEFACE
Dyslex Sans Medium

SOCIAL MEDIA

Presence. Consistency. Identity.

SOCIAL MEDIA
LOGO USAGE

PLATFORMS

Instagram
TikTok
LinkedIn

PROFILE PHOTO

1:1 ratio — 320×320 px min
Icon mark only — no wordmark
Circular crop — centre safe zone

POST LOGO

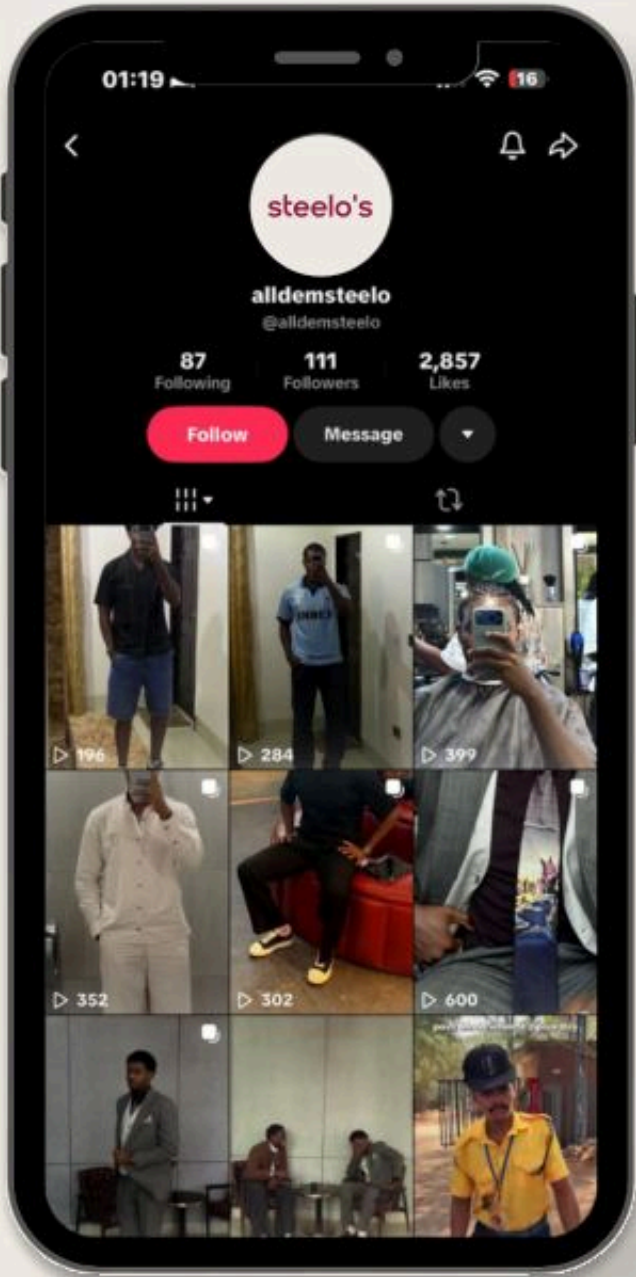
Bottom-right watermark
Wordmark — Dyson Sans Modern
Minimum 60px wide at 1080px post

STORY / REEL

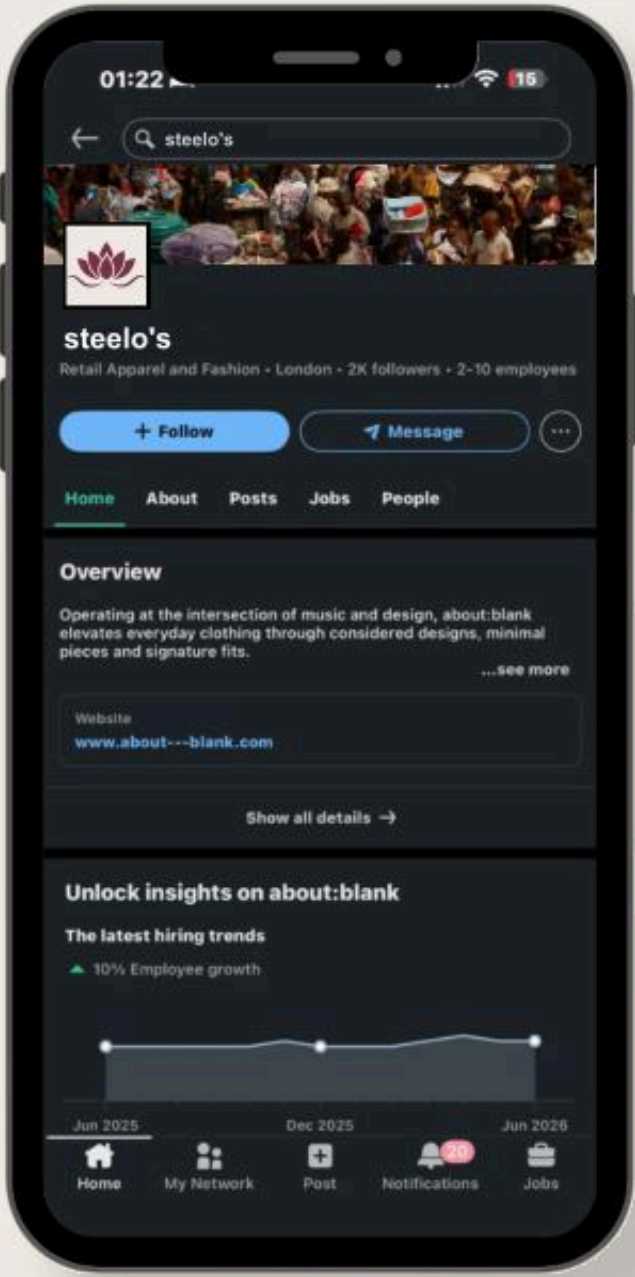
Avoid top 250px & bottom 400px
Logo in lower-centre safe zone
Size: 9×16 — 1080×1920 px

BIO HANDLE

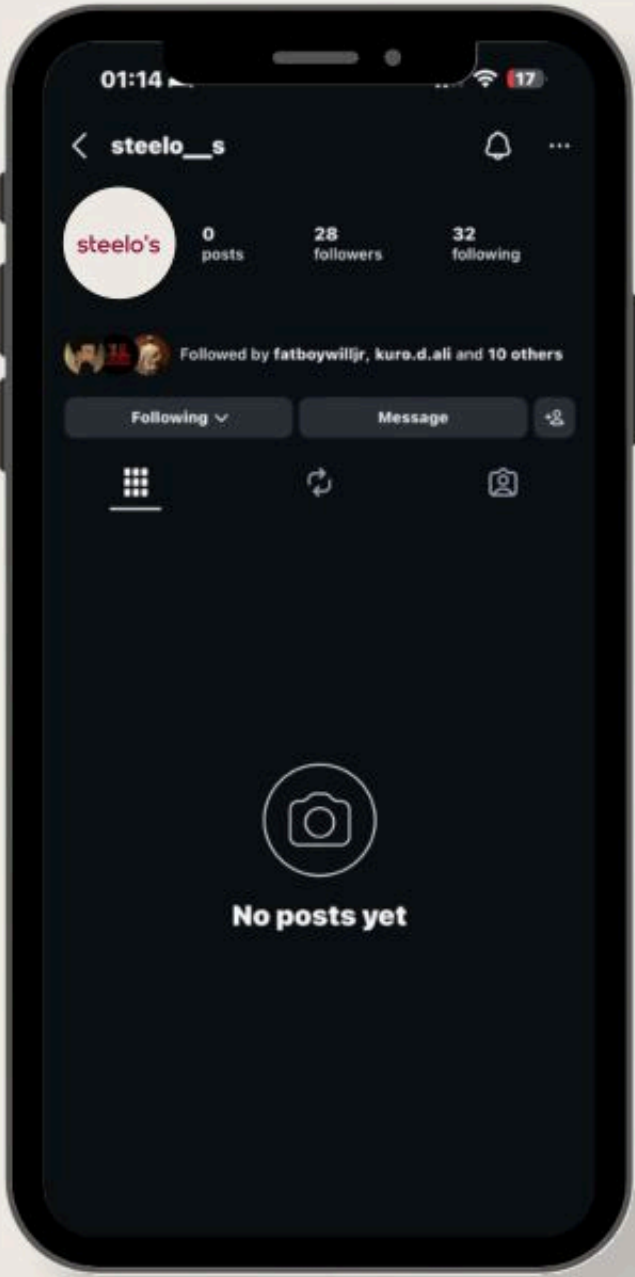
@steelosng across all platforms
Link in bio: www.steelos.ng



TikTok



LinkedIn



Instagram

PLATFORM

iOS App Store: 1024x1024 px
Android Play Store: 512x512 px
Favicon: 32x32 px
PWA: 192x192 px

DESIGN

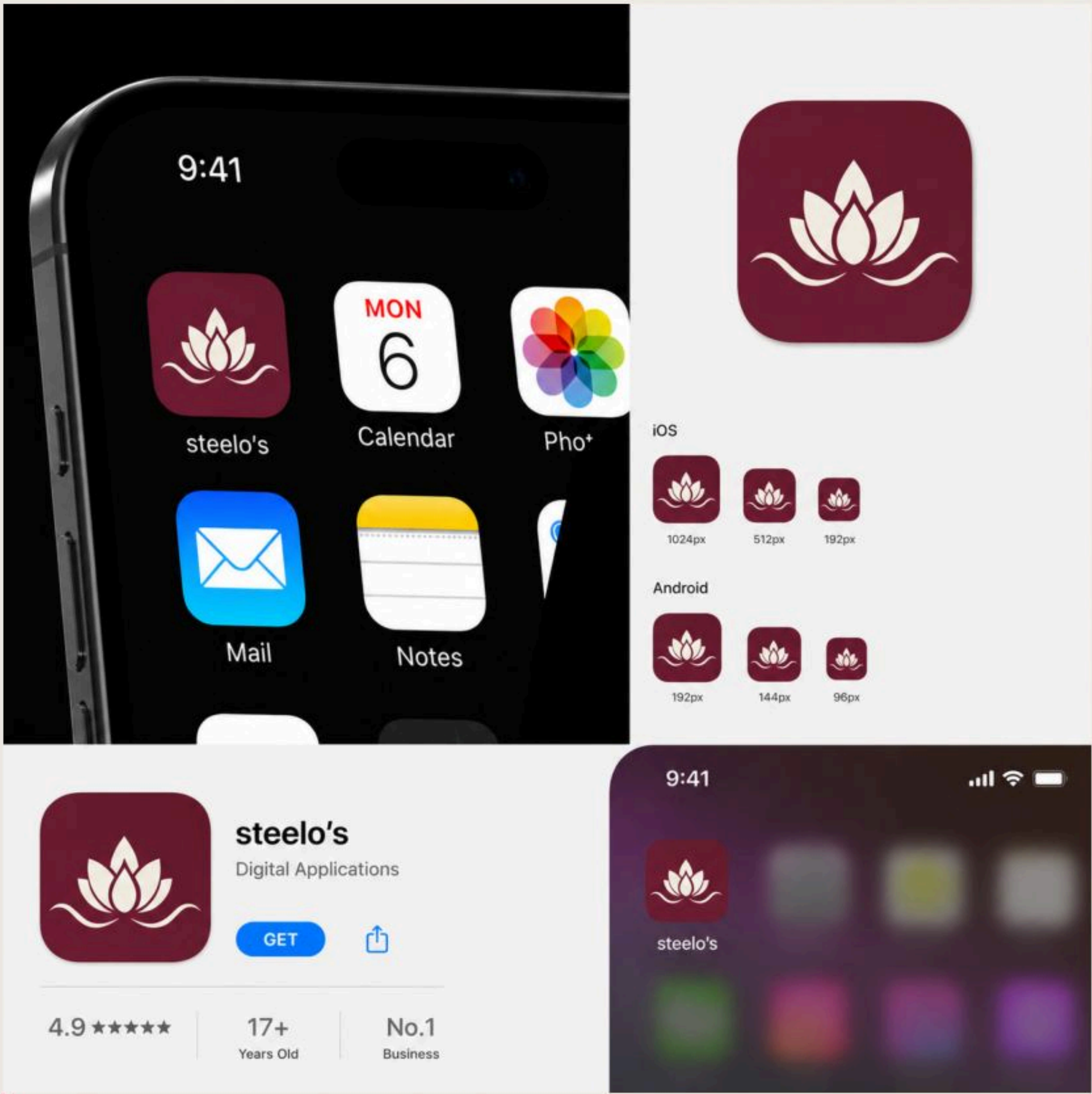
Burgundy background
steelo's lotus mark centred
White / cream icon
No text — icon only

CORNER RADIUS

iOS: continuous squircle
Android: 20% radius
Web favicon: square

EXPORT

PNG — transparent background
SVG — scalable version
ICO — web favicon



ICON USAGE RULES

- Never add additional text below the app icon on device screens.
- The icon must never appear on a white-only background without a border or shadow.
- Minimum display size: 32x32 px — below this, use favicon only.
- Do not stretch, rotate or add effects to the icon.
- Always export at 2x and 3x resolution for retina displays.

FORMAT

Digital PDF · A4 Portrait
Print-ready CMYK
16 pages recommended

COVER

Full-bleed campaign photo
Burgundy overlay 60% opacity
steelo's wordmark — cream
Est. Logos 2026

SECTIONS

About the Brand
Founder's Message
Our Philosophy
Product Categories
Craftsmanship
Brand Values
Contact & Stockists

TYPOGRAPHY

Headers: Dyson Sans Modern 24pt
Body: Dyson Sans Modern 9pt
Captions: Inter Regular 7pt

COLOUR

Cream pages
Burgundy accents
Charcoal body text



the steelo's
experience

STYLE THAT SETS YOU APART

About the Brand

Steelo's is a Lagos-born luxury clothing house founded by Liam Cyprian in 2026. We believe style is a form of silent power. Quiet luxury. Enduring design. Nigerian soul.

Every garment is made to outlast trends and speak for the man who wears it. Oxford linen shirts · Wool blend trousers
Monogram totes · Tailored suits
Accessories · Limited editions



ART DIRECTION & IMAGERY

ART DIRECTION OVERVIEW

SETS & LOCATION

Shoot in spaces that reflect understated elegance. Architectural interiors, natural light studios, open-air Lagos locations with strong geometry. Avoid clutter. Let the man and the garment breathe.

MOVEMENT

Models should move with purpose, not performance. Walking, adjusting a cuff, checking a watch. Candid confidence, never forced. Motion should feel earned, not staged.

STYLING

Clothes lead. Accessories support. No over-accessorising. Every outfit should feel like it was chosen by the man himself. Intentional, complete, effortlessly assembled.

CASTING

Cast men of different ages, skin tones, and builds. The Steelo's man is not a type, he is a state of mind. Confidence, composure, and quiet charisma are the only criteria.

COLOUR & LIGHT

Natural or soft directional light only. No flash aesthetics. Tones should feel warm, grounded, and real. Post-production: soft contrast, true-to-fabric colour, minimal retouching.

STYLING

Clothes lead. Accessories support. No over-accessorising. Every outfit should feel like it was chosen by the man himself. Intentional, complete, effortlessly assembled.

Prioritise balanced styling: layering, texture, and contrast that reflects how fashion is worn in real urban settings. Avoid editorial styling that feels disconnected from daily life. The goal is aspirational but relatable.



Simplicity is our signature.

FULL LOOK



BERET
Wool Blend Beret
Navy
steelo's



JACKET
Utility Jacket
Navy
steelo's



SHIRT
Oxford Shirt
White
steelo's



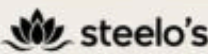
TIE
Patterned Tie
Burgundy
steelo's



TROUSERS
Tailored Trousers
Navy
steelo's



SHOES
Leather Loafers
Brown
steelo's



SHIRT DETAILS



Classic spread collar
Versatile, timeless, refined.



Embroidered steelo's logo
Subtle branding. Clean finish.



Vertical stripe pattern
Inspired by heritage. Always in style.



Buttoned cuff
Sharp detailing for a polished look.

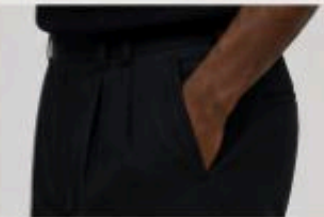
LOWER BODY DETAILS



TROUSER DETAILS



Back Embroidery
Signature steelo's embroidery on the back pocket for subtle branding.



Tailored Straight Fit
Released through the leg with a clean, tailored finish.



Premium Fabric
Smooth, breathable, and durable for all-day comfort.

SHOE DETAILS



Monochrome Loafer
Black and white leather loafer for a timeless, elevated look.

STYLING



ACCESSORY CLOSE-UP

WATCH CLOSE-UP



BELT CLOSE-UP



WRIST DETAIL



BELT ON WAIST



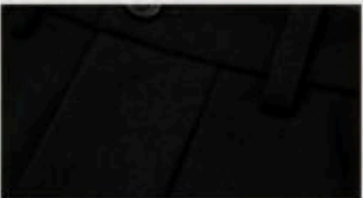
TROUSER DETAILS



PREMIUM FABRIC
Smooth, breathable, and durable fabric for all-day comfort.



TAILORED FINISH
Precision pleats, clean seams, and refined construction.



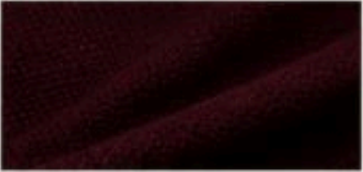
QUALITY YOU CAN FEEL
Subtle texture with a soft hand feel and a polished appearance.



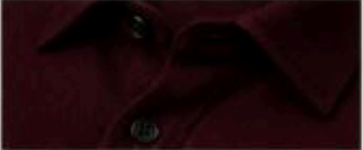
SHIRT DETAILS



PREMIUM FABRIC
Soft, breathable, and lightweight fabric for all-day comfort.



REFINED CONSTRUCTION
Neat stitching, strong seams, and quality buttons.



QUALITY YOU CAN FEEL
Subtle texture with a soft hand feel and a premium look.



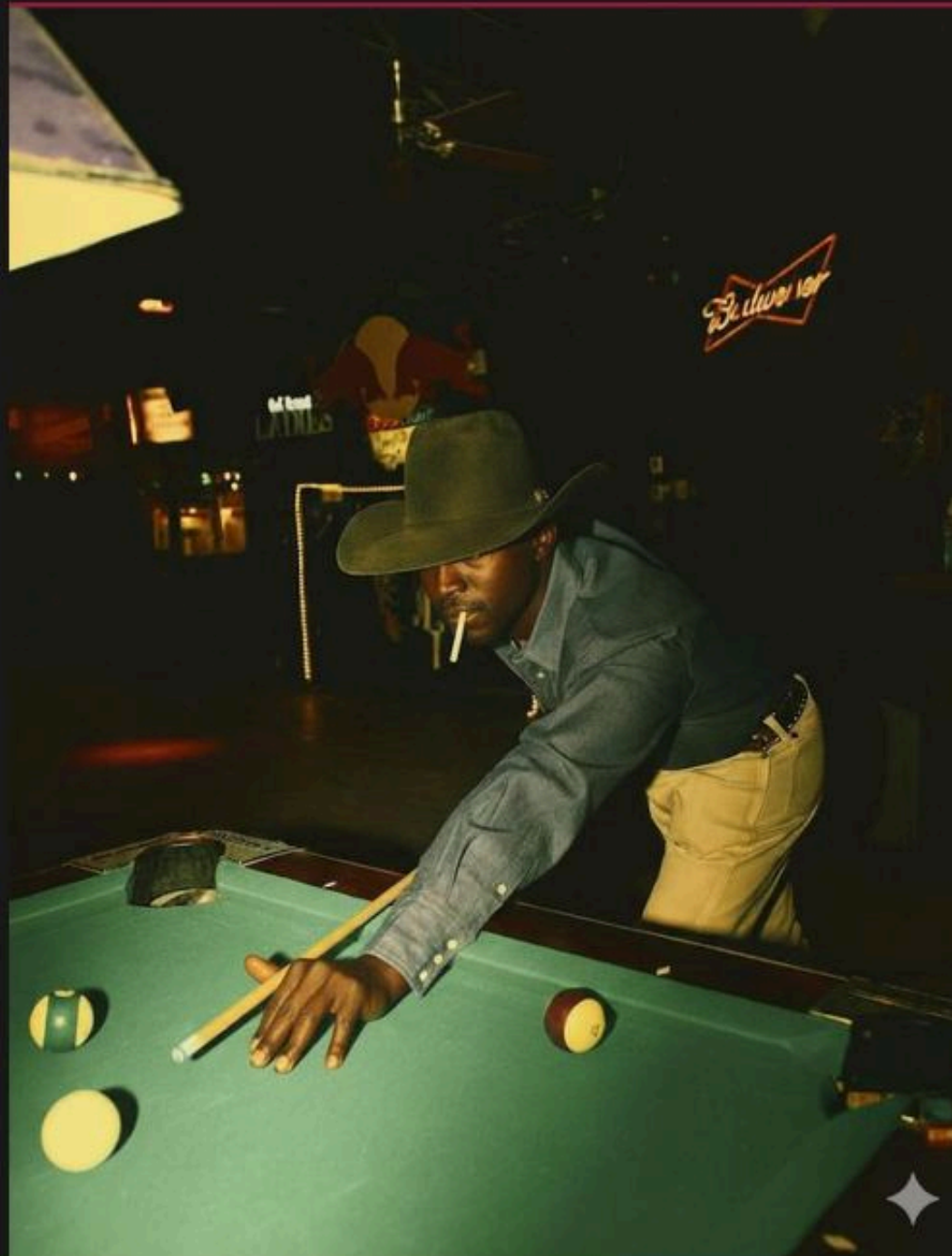
[INSERT PHOTO]

Photo: [INSERT PHOTO]

MOVEMENT

Visuals must feel active and in motion. Movement, posing, and framing should reflect a brand that is constantly evolving and grounded in real life.

Capture natural motion: walking, turning, adjusting a cuff, checking a watch. Use wind, shifting fabric, and blurred motion to add energy. Avoid stiff or overly editorial poses — direct models to move, rest, or engage with their environment.



SETS & LOCATION

Shoot in spaces that reflect understated elegance. Architectural interiors, natural light studios, open-air locations with strong geometry. Avoid clutter. Let the man and the garment breathe.

Prioritise real locations: roads, storefronts, textured surfaces, rooftops. In studio, use industrial textures and muted backdrops. The city is not just a backdrop, it is part of the story.



CASTING

Cast men of different ages, skin tones, and builds. The Steelo's man is not a type — he is a state of mind. Confidence, composure, and quiet charisma are the only criteria. Age diversity within the demographic is important — from teens to early fifties. Avoid overly polished or commercial-looking talent. Models should feel like part of the city, not separate from it.



COLOUR & LIGHT

Natural or soft directional light only. No flash aesthetics. Tones should feel warm, grounded, and real.

Outdoor: natural daylight, early morning or late afternoon. Soft shadows, warm tones. Studio: softboxes or window light to mimic depth. Post-production: soft contrast, true-to-fabric colour, minimal retouching. Colour correction should enhance the mood, not stylise it beyond recognition.



Outdoor — natural directional light



Studio — soft directional light setup

steelo's

let your style speak for you