



SCALPERS

**WHO
ARE
WE?**



THE PARTNER IN CRIME
of a man who's mad for life



SO MUCH MORE THAN FASHION

A universe created for men, where Scalpers have access to everything that makes them unique and successful





Our brand

was conceived with the idea of **liberating** men from the traditional sober and boring sense of fashion that put them in a box and didn't allow them to **feel unique.**



The Native American Indians who cut scalps in order to
reclaim their freedom were known as
Scalpers.



This is the
spirit of rebellion
and the brand identity that our logo,
our signature skull and bones,
represents.



WHO IS
the SCALPERS man?



He is



A leader among his friends

The guy who gets all the girls.

The friend who shows me worlds that make me feel alive

Imperfectly perfect

Your accomplice

Slightly quirky, a little bit wild

The friend I want to go for drinks with, play sports with, go on a life-changing trip with...

What women would call a Dad I'd Like to Flirt with (DILF)





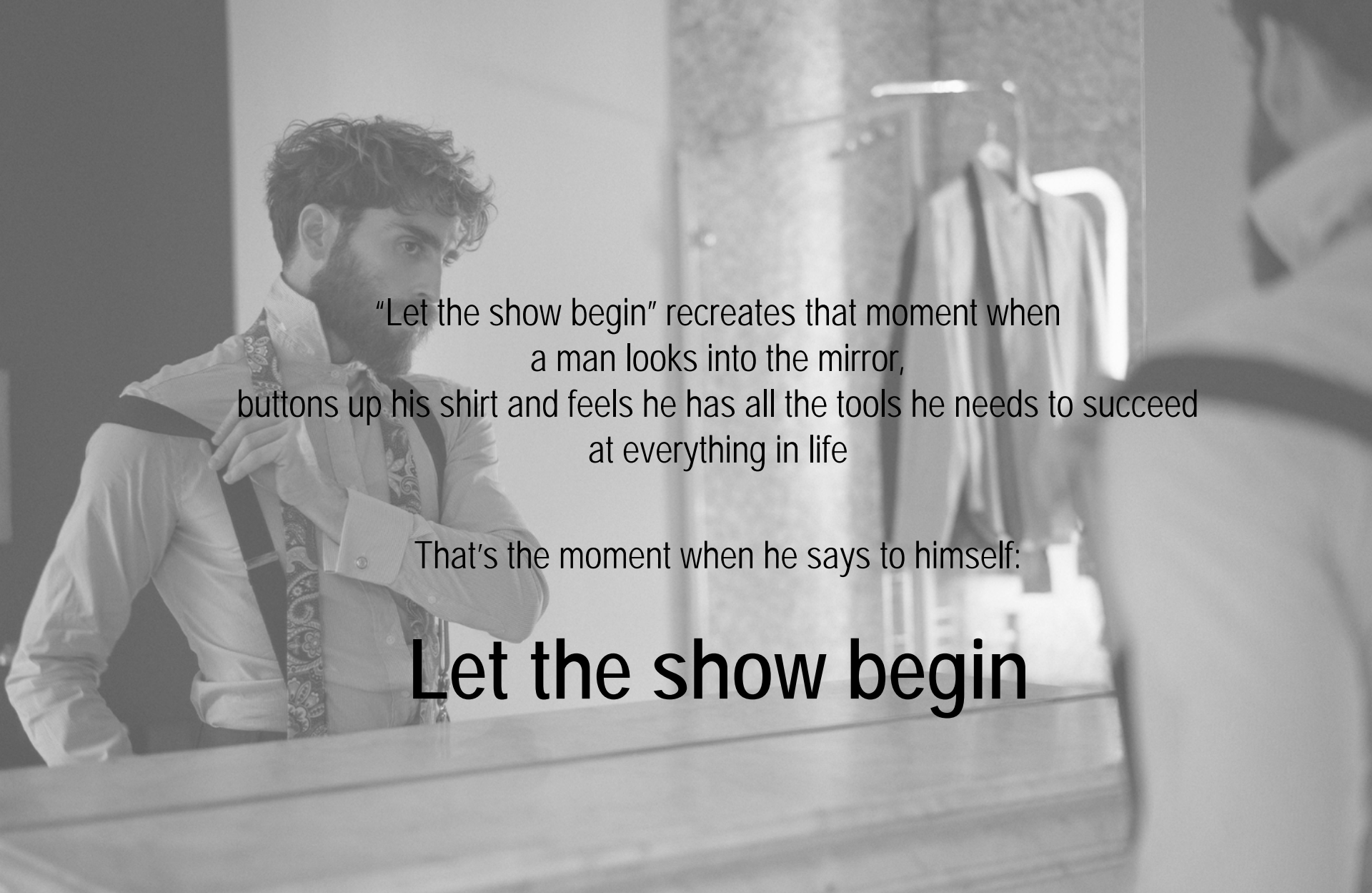
and we
will tell
HIM





**LET
THE SHOW
BEGIN**





“Let the show begin” recreates that moment when
a man looks into the mirror,
buttons up his shirt and feels he has all the tools he needs to succeed
at everything in life

That’s the moment when he says to himself:

Let the show begin





We set trends
beyond the world of
men's fashion
in order to gain our
target's "life share"







Our goal is to become that one friend who makes you be the best version of yourself



A spontaneous, outgoing
attitude that turns heads
and wins over hearts.
That's the way
WE DO IT.







All our products must meet
3 essential requirements:





Design,
Details and
and Quirky









SCALPERS

an **ENGAGEMENT** brand

SCALPERS