

Forum:[Hack Forums](#)

Thread: [Any advice to grow a streetwear brand?](#)

KingBob - January 23, 2022, 1:00 pm

I have some pieces and a small following from my friends who usually buys up my drops

people keep telling me to post on tiktok?

should I buy followers? (if so who do you recommened) Im 800 rn (all real except some those randoms that follow you like spam accounts)

thanks. I just wanna get my brand out to the Magic Convention show in Vegas one day. I want something bigger than me and I feel like my designs aren't just some basic copy and paste style like you see a lot of people post. I've been doing this 2 years taking my time

thanks everyone

Recon72 - January 23, 2022, 1:55 pm

Can pay influencers for brand deals, having a gimmick works too.

Buying followers is risky but has worked for some celebrities in the past. (Travis Scott I think is one example.)

the_chairman - January 23, 2022, 3:22 pm

Solidify your brand. Focus on the brand. And then start promo.

XBT4R - January 23, 2022, 6:10 pm

You need to make sure people want what you are selling before throwing money at advertising and marketing.

I wouldn't recommend purchasing followers as you can almost tell instantly whether a page has purchased followers (follower:like ratio).

Start with hashtags and work your way on to the explore page.

Remember - consistency is key.

KingBob - February 15, 2022, 2:19 pm

(Jan 23, 2022 04:22 PM)the_chairman Wrote: [\[CITE\]](#) Solidify your brand. Focus on the brand. And then start promo.

Can I message you the brand could you give me more in-depth review?

Just tell me the biggest thing lacking or if the designs are even good. Thanks! :)

(Jan 23, 2022 04:22 PM)the_chairman Wrote: [\[CITE\]](#) Solidify your brand. Focus on the brand. And then start promo.

Should I use other platforms to promote the brand and message people?

I've been trying the follow and spam method and seeing what niche instagrams get the most response

things like

skate post

car guys

emo/scene people

other small streetwear brands followers

I'm trying to make tiktoks on things related to my brand it's vision hoping that'll bring more followers or traffic

(Jan 23, 2022 02:55 PM)grimf8 Wrote: [\[CITE\]](#) Can pay influencers for brand deals, having a gimmick works too.

Buying followers is risky but has worked for some celebrities in the past. (Travis Scott I think is one example.)

A lot of times I see potential rappers or twitch streamers to use but most have their own merch line as a source of income.

Any ideas on people to send a streetwear hoodie to?

the_chairman - February 15, 2022, 4:17 pm

(Feb 15, 2022 03:19 PM)KingBob Wrote: [\[CITE\]](#) Can I message you the brand could you give me more in-depth review?

Just tell me the biggest thing lacking or if the designs are even good. Thanks! :)

Message me anytime. I'll take a look and run through, I've got some experience in manufacturing streetwear. And I've also got experience in brand marketing so I'd definitely love to see what you're working with.

neightworks. - February 15, 2022, 4:22 pm

Hot asian bitches and people with face tattoos.

neightworks. - February 15, 2022, 5:18 pm

(Feb 15, 2022 06:10 PM)Dyne Wrote: [\[CITE\]](#) on instagram. pro photoshoot and good marketing practices with some hefty advertising campaign.

Shoutouts and influencers win, big tiddy goth chicks on instagram sell it hard believe it or not. That's not hard to believe, big tiddy goth girls are supreme.

That's coming from a small tiddy man.

Eran - February 16, 2022, 1:52 am

Follow people who follow other streetwear pages. Do a giveaway where they have to tag 3 other friends.

Yuno - February 16, 2022, 5:00 am

Hire a few low-level influencers for some petty cash, and slap some stickers all around your town. As well as wearing your clothing in public.

KingBob - February 16, 2022, 11:01 am

(Feb 16, 2022 06:00 AM)Yuno Wrote: [\[CITE\]](#) Hire a few low-level influencers for some petty cash, and slap some stickers all around your town. As well as wearing your clothing in public.
Thanks for this :)

recently went out west to hike and tried to put my stickers everywhere (when it was appropriate)
also only really wore my brand so all my pictures are me in the brand at these national parks
(Feb 15, 2022 06:18 PM)neightworks. Wrote: [\[CITE\]](#) That's not hard to believe, big tiddy goth girls are supreme.

That's coming from a small tiddy man.
Was thinking of doing a giveaway on fashionreps with reddit.

giveaway some of my old rep clothing for people to follow the ig.

Yuno - February 16, 2022, 11:27 am

(Feb 16, 2022 12:01 PM)KingBob Wrote: [\[CITE\]](#) Thanks for this :)

recently went out west to hike and tried to put my stickers everywhere (when it was appropriate)
also only really wore my brand so all my pictures are me in the brand at these national parks

Was thinking of doing a giveaway on fashionreps with reddit.

giveaway some of my old rep clothing for people to follow the ig.
Hopefully you begin to see some results in the coming weeks!

Eran - February 17, 2022, 1:00 am

(Feb 16, 2022 06:00 AM)Yuno Wrote: [\[CITE\]](#) Hire a few low-level influencers for some petty cash, and slap some stickers all around your town. As well as wearing your clothing in public.
I second this, the stickers are a great way to reach a lot of audience for free

Yuno - February 17, 2022, 5:15 am

(Feb 17, 2022 02:00 AM)Eran Wrote: [\[CITE\]](#) I second this, the stickers are a great way to reach a lot of audience for free
Free advertising is the best advertising.

Eran - February 17, 2022, 5:30 am

(Feb 17, 2022 06:15 AM)Yuno Wrote: [\[CITE\]](#) Free advertising is the best advertising.
Just gotta think outside the box

KingBob - February 17, 2022, 5:36 pm

(Feb 17, 2022 02:00 AM)Eran Wrote: [\[CITE\]](#) I second this, the stickers are a great way to reach a lot of audience for free
Should I invest into a circuit sticker maker or continue with stickerguy (who i used before for stickers)

Eran - February 18, 2022, 12:32 am

(Feb 17, 2022 06:36 PM)KingBob Wrote: [\[CITE\]](#) Should I invest into a circuit sticker maker or continue with stickerguy (who i used before for stickers)
Depends on how many stickers you plan to use. If you're thinking big, definitely use a maker.

KingBob - February 18, 2022, 10:03 am

(Feb 18, 2022 01:32 AM)Eran Wrote: [\[CITE\]](#) Depends on how many stickers you plan to use. If

you're thinking big, definitely use a maker.

Just wanted to say thank you. Recently found a way to gain real followers for me.

I would never gain anyone if I just followed a random page, I've noticed people tend to follow me back if we have a mutual.

ik this isn't the best method but it'll take me from 700 to 1k hopefully

Eran - February 18, 2022, 10:42 am

(Feb 18, 2022 11:03 AM)KingBob Wrote: [\[CITE\]](#) Just wanted to say thank you. Recently found a way to gain real followers for me.

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Great job. It's a similar strategy as I am using to grow my niche in TikTok.

Yuno - February 18, 2022, 11:19 am

(Feb 18, 2022 11:03 AM)KingBob Wrote: [\[CITE\]](#) Just wanted to say thank you. Recently found a way to gain real followers for me.

I would never gain anyone if I just followed a random page, I've noticed people tend to follow me back if we have a mutual.

ik this isn't the best method but it'll take me from 700 to 1k hopefully

Nice work, any growth is good growth. Glad you are moving forward!

Eran - February 19, 2022, 1:30 am

How's it going [KingBob](#) any updates?

KingBob - February 19, 2022, 11:58 pm

(Feb 18, 2022 12:19 PM)Yuno Wrote: [\[CITE\]](#) Nice work, any growth is good growth. Glad you are moving forward!

went from 714 to 774 with the help of a chrome extension called nfollowers
been able to quickly see who's gonna follow back or not

my main goal is to get traction on tiktok which I've been posting videos again (money-saving ideas, clothing essentials, photography shoots, etc.)

Goal is to get a 1k before end of this month

thanks for asking btw!

r3byte - February 20, 2022, 2:28 am

Relatable brand ethos!

Unique and approachable name!

Exciting yet suitable brand style!

Somewhat ambitious yet comfortable budget!

& of course a dedicated, time-based marketing plan!

With these, relating to each brand differently I feel results and KPI's are more easily achieved

tripleseven - February 20, 2022, 6:21 am

In 2022 the key to success is being woke. First of all you have to become vegan, and not only you have to become vegan, you HAVE to make other people vegan too. Then i'd recommend you to start of with a rainbow colored logo. You gotta get some trans mascottes and run some ads on woke platforms like tiktok. Also it's very important to talk about the environment and increase the price x3 otherwise people wont believe you are bout that woke life. Then the most important step,i dont know what type of filthy non eco friendly materials you are using now for your streetwear (change that to wokewear), but you HAVE to start using soy. Soy is the most woke substance of 2022. For your public image you could start drinking soy milk, so other people know you are a real woker.

DumbChicken - February 20, 2022, 6:31 am

Be aware of the client's opinion, move in their direction by making the kind of product they want, make polls and surveys.

Lyrice - February 20, 2022, 12:54 pm

Starting a streetwear brand can be tough, but it's definitely not impossible. Here are a few tips to help you get started:

1. Make sure your designs are unique and stylish.
2. Create high-quality products that are made to last.
3. Market your brand effectively using social media, online ads, etc.
4. Stay up to date with the latest trends and styles in streetwear.
5. Have a strong passion for fashion and street culture.

KingBob - February 20, 2022, 2:56 pm

(Feb 20, 2022 01:54 PM)moneyblog Wrote: [\[CITE\]](#) Starting a streetwear brand can be tough, but it's definitely not impossible. Here are a few tips to help you get started:

1. Make sure your designs are unique and stylish.
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4. Stay up to date with the latest trends and styles in streetwear.
5. Have a strong passion for fashion and street culture.

I think it comes down to if it doesn't make it big, I'm okay with that. This keeps me sober from a lifestyle and hard drugs. I find it very fun to learn the process, making designs, creating the clothes and tags for it.

I look at my clothing as art. I don't constantly sell the same shirts I'll do collections and move forward.

Sometimes the product doesn't always sell out (I depend on friends and locals for the sales rn). I used to want to rap and made a few songs on soundcloud (couple with a few k listens and whatnot). Learned I couldn't stop reminiscing or glorifying my past life. This though; I love fashion and clothes in general.

My biggest concern is when do I move forward. When do I take the risk of the site and trying to get sales through Reddit, Tiktok, and IG.

When do I make the splash to go all-in on a product to make the profits I need to see?

Another goal is when I was out west for the first time in oct. I stopped in vegas for a couple of days. Learned about the Magic Convention Show for clothing. When I was out in Sedona I went into Earthbound Trading(a hipster store lol). I asked the lady who worked what I had to do to get the shirt I was wearing back there.

The manager jumped in and said can you do 10k pieces. That's when we laughed and I reinsured like is this something you'd carry in your store with those other skeletons like shirts.

If people are interested I'd love to share my designs and overall brand niche. I used to be big into HF several years ago but got locked outta that KingBob account which was upgraded. (2013 I believe).

(Feb 20, 2022 03:28 AM)r3byte Wrote: [\[CITE\]](#) Relatable brand ethos!
Unique and approachable name!
Exciting yet suitable brand style!
Somewhat ambitious yet comfortable budget!
& of course a dedicated, time-based marketing plan!

With these, relating to each brand differently I feel results and KPI's are more easily achieved in 2022 its doing things I hate so the brand can be bigger than me one day.
Like making tiktoks. I hate making tiktoks haha I just feel so old and out of date trying to learn all their techniques

ceegee - February 21, 2022, 6:39 am

Don't buy followers.

Stick to quality products and quality posts, the organic followers you'll get are 100x more valuable than purchased followers.

Nalright - February 21, 2022, 9:31 am

Strategic placements with influencers in the niche and other brand collaborations.

Pikzul - February 21, 2022, 9:36 am

I want to see ur tiktok page and ur designs/streetwear

BaldCunt - February 21, 2022, 9:39 am

Focus on the product and your mission.

Your target audience and product variations.

Wage - February 22, 2022, 12:51 pm

Create pages on Instagram, Snapchat, TikTok, pay influencers for promotion, that is the best way to go about it.

KingBob - February 22, 2022, 12:58 pm

(Feb 21, 2022 10:36 AM)Pikzul Wrote: [\[CITE\]](#) I want to see ur tiktok page and ur designs/streetwear
Message me, homie! Not upgraded anymore sadly.

I'll get your feedback on it

r3byte - February 22, 2022, 1:04 pm

If your wanting any help with the brand designs be sure to shoot me a PM OP