OPTIMISM.

Editorial press kit

HOUSE FACTS

HOUSE	OPTIMISM.
LEGAL ENTITY	OPTIMISM FASHION LLC
FOUNDER	Trevor Thomas
ESTABLISHED	2022
LOCATION	FL, USA
DISTRIBUTION	Direct only — optimism.fashion
PRESS CONTACT	trev@optimism.fashion

THE HOUSE

OPTIMISM. is an independent American fashion house founded by Trevor Thomas in Florida in 2022. The house designs women's and men's fashion — washed denim, camouflage, knits and wide tailored trousers — presented through original photography and sold directly at optimism.fashion. Its current season is Fall 2026, built with restraint.

Founder statement: optimism.fashion/why
Press imagery & assets: optimism.fashion/press

OPTIMISM.

Editorial guidelines

HOUSE IDENTITY

Write the house as OPTIMISM., with the period. Do not redraw, retype, recolour, stretch or add effects to the supplied wordmark or emblem. Leave clear space equal to the height of the letter O.

PHOTOGRAPHY & CREDITS

Image use is subject to confirmation of the relevant rights and credits. Request cleared high-resolution files from trev@optimism.fashion. Credit imagery “Courtesy of OPTIMISM.” unless the press team supplies a fuller credit. A download does not establish publication permission.

ORIGINAL ARTWORK

Preserve garment artwork, colour, construction and proportions. Do not retouch or recreate supplied imagery, or crop a garment in ways that change its cut or silhouette.

COLLECTION FACTS

Use product names, prices, sizes and availability from the official site at the time of publication. Earlier archive seasons are historical records, not confirmation of current availability.

INTERVIEWS & REQUESTS

Send the publication, story outline and deadline to the press team. Founder interviews are considered case by case; sample availability and image permissions require confirmation.

Inquiries: trev@optimism.fashion
The PDF is a house reference, not an image-rights release.