

OPTIMISM.

PRESS KIT - FALL 2026

THE HOUSE AT A GLANCE

House: OPTIMISM.

Studio: Florida, USA

Current season: Fall 2026

Category: Ready-to-wear, denim, outerwear, swim, accessories

Sold at: optimism.fashion (direct only)

Press contact: Trevor Thomas - optimismfashion@icloud.com

Telephone: +1 904-625-5325 Instagram: @optimism.fashion

PRESS RELEASE - BUILT WITH RESTRAINT

OPTIMISM. presents Fall 2026 - a season built with restraint.

The collection is led by washed black denim and camouflage, cream waffle knit, olive tailoring and performance jersey. Pieces are cut wide and worn plainly; the artwork sits where a hand would rest.

Fall 2026 is produced in limited runs and sold directly through optimism.fashion. Sizes and availability are shown live; nothing is restocked once a run closes.

Press samples, full-resolution imagery and linesheets are available on request. Founder interviews are considered case by case.

USAGE

Write the house as OPTIMISM., with the period.

Do not redraw, retype, recolour, stretch or add effects to the marks.

Leave clear space around the mark equal to the height of the O.

Do not crop garment imagery in ways that alter cut or proportion.

Credit product imagery to OPTIMISM.

ASSETS

Primary wordmark (PNG, WEBP) - optimism.fashion/press

House emblem (PNG) - optimism.fashion/press

Fall 2026 campaign imagery - optimism.fashion/press#imagery

Archive plates, 2022-2026 - optimism.fashion/archive

This press pack - optimism.fashion/press

CONTACT

Press, samples and interviews: Trevor Thomas

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Store: optimism.fashion - Press kit: optimism.fashion/press