

THE BRAND BOOK

# Unmarked Gear

*Natural Fibers. Quiet Design.*

---

Unmarked by logos.

Defined by craftsmanship.

## EXECUTIVE SUMMARY

# Natural is better. Quiet is stronger. *Time makes it beautiful.*

Most apparel companies begin with a logo.

Unmarked Gear began with a question: Why does a premium shirt still contain plastic?

The modern apparel industry has normalized polyester, synthetic finishes, chemical dyes, PFAS treatments, and printed graphics. Even products marketed as natural often rely on petroleum-derived components hidden within the fabric itself.

Unmarked Gear was created to offer a different path. Every product begins with natural fibers. Every design element is structural. Every collection is built around permanence rather than trend.

The result is a garment designed to age with the wearer. Softer after every wash. Richer with time. More personal with every year of ownership.

We believe clothing should become part of a life, not part of a landfill.

No dye.      No ink.      No polyester.      No PFAS.      *No compromise.*

THE DOCTRINE

# The Five Non-Negotiables.

---

I

No Dye

Color should come from the fiber itself. We use natural fiber tones rather than chemical dyes — a palette shaped by nature, not chemistry.

---

II

No Ink

No screen printing. No transfers. No sublimation. Every design is woven, etched, embroidered, pressed, or constructed directly into the material.

---

III

No Synthetic Fiber

No polyester. No nylon. No acrylic. No elastane. No petroleum-derived textile content. Every fiber serves a purpose and every purpose is natural.

---

IV

No Chemical Finish

No PFAS. No wrinkle-resistant coatings. No artificial softeners. Performance should come from construction, not treatment.

---

V

No Compromise

The first four rules apply to every product, every collection, every season. No exceptions. Ever.

## THE MATERIAL

# The foundation *of everything.*

The greatest shirt in the world begins with the yarn. Most apparel brands purchase commodity fabric and compete through branding. Unmarked Gear competes through material engineering.

Our proprietary blend combines three extraordinary fibers. Each contributes a specific performance characteristic. Together they create a fabric unavailable anywhere else.

---

## Organic Supima Cotton

50%

UNITED STATES

Extra-long staple cotton. Longer fibers create stronger yarns; stronger yarns create smoother fabrics that resist pilling, hold shape, and age beautifully.

---

## LENZING™ MicroModal

30%

AUSTRIAN BEECHWOOD

Exceptionally smooth. Highly breathable. Remarkably stable. Provides the luxurious hand feel that defines the fabric.

---

## Organic Hemp

20%

HERITAGE FIBER

Naturally antimicrobial, cooling, and durable. Softens with every wash without losing structural integrity.

WHY THIS BLEND EXISTS

Most fabrics solve one problem  
*and create another.*

---

Cotton                      feels familiar but can shrink.

---

Modal                        feels luxurious but lacks structure.

---

Hemp                         performs beautifully but can feel coarse.

*Our blend exists because balance matters.*

Supima provides strength. MicroModal provides softness. Hemp provides performance. The result is a fabric engineered to improve over time rather than deteriorate.

*A shirt should not peak on day one.  
It should become better with every wear.*