

RÊVASSER

· CREATIVE BRIEF

· RETURN CAPSULE 01

· NEW YORK · MAY 13 2026

· SNAPSHOT 2026-04-19

After a long fiasco,
we returned quietly.

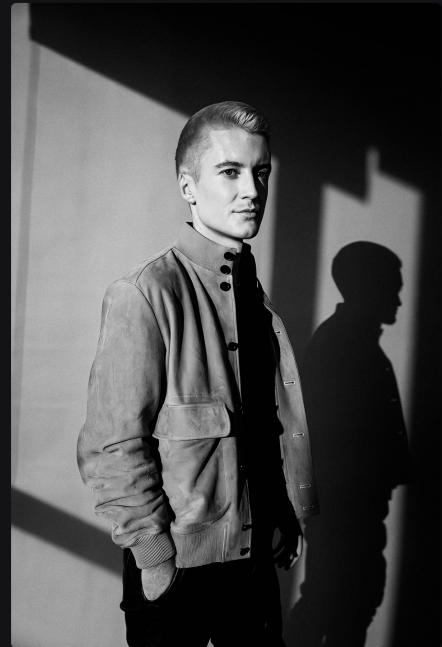
RC01 · 5 SKUS · OBSIDIAN PEARL · TROMPE-L'ŒIL THESIS · ALWAYS YOU, ANEW

A single-identity brand, realized commercially after seventeen months of silence.

Rêvasser (verb, French: to daydream) is James Lambert's personal craft, re-emerging as a commercial program in May 2026. Not a lifestyle brand. Not streetwear-with-a-story. The operator is the creative director, the validator, the person who wore the first sample.

Every aesthetic call routes through one coherent taste — that is the moat. Competitors cannot replicate the lineage: James + Jesame (designer, Philippines) + Allia (PM) + Alex + Glenda “Gwen” — a collaborative program that had a pause and came back.

The pause is load-bearing. Jan–May 2024 silence. May–Oct 2024 tech-pack grind. October 29 2024 breaking-point: “Can’t take three months for one tech pack. Simply won’t be sustainable.” Then seventeen months of silence. April 2026 is the return. The T+1 email line — “after a long fiasco, we returned quietly” — is earned truth.



FOUNDER SHOOT · 2023 ·
ATMOSPHERIC QUIET

Trompe-l'œil of the brand's own identity.

“The overall design would look like what dreaming is like... basically kinda looks like a moodboard.”

— Jesame, 2024-10-23

This is not a reference borrowed from Loewe. It is the literal meaning of the word — rêvasser means “to daydream” — made visible at every touchpoint.

Every expression is a small optical illusion of the brand's own identity:

- HP-1: a reversed R. The eye expects R, gets reversed R, blinks.
- HP-3: a moodboard-as-typeface. The noise is the mark.
- Heritage patch: a trompe-l'œil of an archival object that never existed.
- Floating ê circumflex: the wink you were supposed to miss on first look.



The reversed R is structural, not decoration. Softening it into serious-luxury register is a brand violation.

WHAT HAPPENED

Hope → Grind → Breaking point → Silence → Return.

- 2023 · AUG - DEC
Hope. Jesame/Allia/Alex/Gwen team era. Studio shoots. RR monogram authorship. “3 pieces but five styles” capsule idea named.
- 2024 · JAN - MAY
Silence. First real pause. No messages. Operational pressure compounding quietly.
- 2024 · MAY - OCT
Tech-pack grind. Months chasing one spec sheet. Costs mounting. Trompe-l’œil sweater concept surfaces Oct 23, then stalls.
- 2024 · OCT 29
Breaking point. “Can’t take three months for one tech pack. Simply won’t be sustainable.”
- 2024 · NOV — 2026 · MAR
17 months of silence. Not marketing dressing. The return capsule is literal.
- 2026 · MAY 13
Return. RC01 launch, NYC, Class 35 SOU-gated. Quietly. Together. On the operator’s own terms.



IMG_5531 · HALO - WINGS ·
TROMPE AT BODY SCALE

Light painted on the backdrop implying wings. The brand thesis realized in a single founder photograph — dream rendered optically.

T O N E

Architectural, not streetwear. Cheek + restraint. Quiet beats loud.

APPROVED REGISTER

- Dion Lee body-architecture
- Khaite quiet-sensual
- Wales Bonner deconstructed-restraint
- Bode heritage
- Kapital archival
- Visvim earned-craft

REJECTED REGISTER

- Fear of God casual-lux
- Aimé Leon Dore lifestyle
- Streetwear graphic-tee
- Celebrity-brand easy-luxury

JAMES REJECTS SPECIFICALLY

“different from what I anticipated” ·
“too thin to be visually impactful” ·
“cheap and grungy” · “feels like
another celeb brand”

APPROVED PHRASES (CALIBRATED)

- “a visual sensation” — peak approval
- “artful” — refined single-word praise
- “I love that” — specific, not generic

STRUCTURAL CHEEK (LOAD-BEARING)

- The reversed R on HP-1
- The floating ê circumflex
- The “_(ツ)_/” from 2023 narrative spine

These are not decoration. Softening them into serious-luxury reads is a brand violation.

TRIPWIRE

If a future session generates an artifact that feels like any other streetwear brand, or uses generic luxury copy — “elevated basics”, “essential luxury”, “refined minimalism” — it lost the voice. The brand is specific. Not interchangeable.

Photograph - carries - mood. Synthetic fill — last, if ever.

The aesthetic never permits “cream chip on black gradient with floating text.” If the generator produces that, it failed. Every PDP surface must clear the editorial floor set by James’s existing archive.



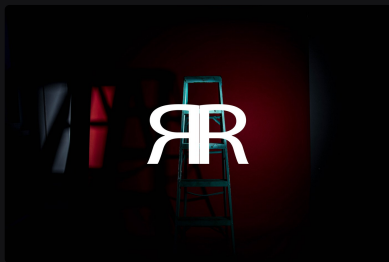
HALO · IMG_5531



SIDELIGHT · IMG_6250



CHEEK · IMG_5647



TEAL LADDER / OXBLOOD /
RR · ED-1



DARK MARBLE / RR · ED-5



ATMOSPHERE · IMG_6804

One capsule. Five expressions of the same identity.

Same woven satin nape on all five. Same Obsidian Pearl colorway (SKU-5 heritage patch is the deliberate monochrome exception). Same Brandon Grottesque Light typography. 3 pieces but five styles realized as 5 pieces that cross-compose.



Always Tee

SIGNATURE · OBSIDIAN / PEARL

The backbone. Clean cotton jersey, woven satin nape signature, Brandon Grottesque typography tonal-on-tonal at the hem. A piece you reach for; a piece you forget until someone asks about it.

\$85 · 01·T · BC 3480

Summer Body Tank

BC 3483 · OBSIDIAN / PEARL

Body-architecture. Close-cut cotton, trim cropped to sit at the natural waist. The ê wink reads at the nape — you notice it only after.

\$95 · 02·ST · BC 3483



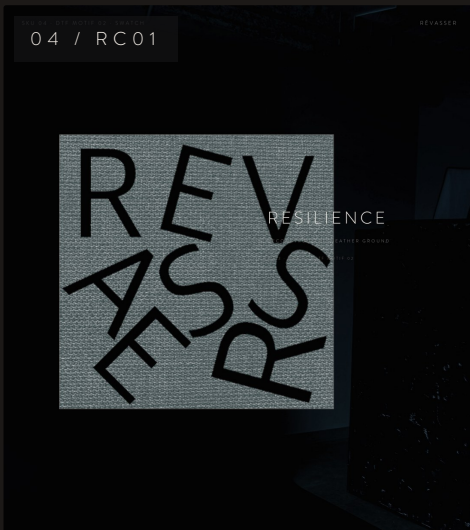
03 / RC01

DTF Motif 01 · Reversed R

HP-1 · OBSIDIAN / PEARL

The hand-drawn reversed R, DTF-printed in pearl on obsidian cotton. The eye expects R. Gets reversed R. Blinks. The trompe-l'œil thesis worn.

\$115 · 03·G · BC 3480



04 / RC01

DTF Motif 02 · Deconstructed

HP-3 · HEATHER / PEARL

Moodboard-as-typeface. The noise is the mark. Heather ground to carry the layered print — the only variation in ground fabric across the capsule.

\$125 · 04·G · BC 3480 HEATHER

Heritage Patch

WARM CREAM / MONOCHROME
EXCEPTION

Trompe-l'œil of an archival object that never existed. Warm cream ground; patch sewn at intimate scale. The capsule's quiet, one-off heirloom piece.

\$155 · 05·H

PRINT-READY

Four motifs. Thirty-plus vector surfaces. Print any size. Any color.

Until a reshoot is possible, vector print surfaces are the interim scale solution. Every motif ships in six color variants: pearl, obsidian, accent, oxblood, teal-pearl, warm-neutral. DTF, embroidery, digital.

HP-1 · 03·G

The logo consists of the words "REVA" and "SSEŹ" stacked vertically. The letters are bold, blocky, and white. The final letter of "SSEŹ" is a reversed 'R'.

Reversed R wordmark

The brand's core trompe-l'œil mark. Traces Jesame's hand-drawn 2023 "REVA / SSEŹ" with the final R reversed. 79 KB SVG, infinite scale.

ACCENT-1 · Ê WINK



Floating ê circumflex

The brand's wink. 6.2s delay, 8s shadow-breath on web. Printed: tonal-on-tonal at the nape or placket.

HP-3 · 04·G



HERITAGE · 05·H



Deconstructed moodboard

The “moodboard as typeface” gesture. Extracted from 2023 print archive, organic silhouette on heather ground.

Imagined archive patch

Trompe-l'œil of an archival object. Rounded-rect frame + interior mark. The monochrome exception.

COLOR EXTENSIONS · BEYOND OBSIDIAN / HEATHER

PEARL
#E8E4DF

OBSIDIAN
#131315

ACCENT
#F5EFE8

OXBLOOD
#4A1820

TEAL-PEARL
#1F3C3B

WARM-
NEUTRAL
#B8A894

Pre-approved color extensions carry the same register as Obsidian Pearl. Oxblood + teal derive from the Ed-1 Teal Ladder / Oxblood / RR founder shoot. Warm-neutral picks up the cream heritage-patch ground.

RÊVASSER · RC01 CREATIVE BRIEF

· INTERIM PRINT SOLUTION ·

LAUNCH IN ONE WEEK

Guerrilla production. NYC + B2B rails. Adapted affordably.

Real trompe-l'œil at couture level is Oct-2024 Jesame timeline. For RC01 in one week, adapted affordably: premium blanks + DTF/DTG + relabel with neck-label vendors. The brand-equity math works as long as the register stays photograph-first and the nape label reads right.

NYC GARMENT DISTRICT BLANKS

VENDOR	ADDRESS	BEST FOR
Wow! Apparel NYC	47 W 36th St, NYC	Walk-in blanks, same-day, BC 3480 / 3483 stocked
Sun E Co	35th St garment district	Cash-and-carry heather, cream, obsidian
Hasan Tees	36th St corridor	Blanks + DTF gang-sheets in same shop

PREMIUM EDITORIAL GROUND

SOURCE	ROLE
LA Apparel retail	Heavier-weight jersey for Always Tee / Summer Body Tank editorial unit economics
Sunspel (85 Mercer)	Register reference — what pearl cotton should feel like
Merz b. Schwanen (359 Canal)	Loopwheel reference for SKU-01/02 aspiration tier

B2B SCALE RAILS

VENDOR	CHANNEL
SanMar Robbinsville NJ	Wholesale BC 3480/3483, bulk cases, 1-day shipping
S&S Activewear	Backup wholesale, national coverage
Royal Apparel	US-made organic option for premium tier

DTF / DTG · PRINT

VENDOR	USE
Transfer Express UltraColor Max	SKU-03 / SKU-04 main print run
Ninja Transfers	Gang-sheet affordable interim
Hasan Tees local DTF gang sheets	Same-day NYC pickup

13thav Brooklyn

Same-day DTF local

Works in Progress NYC

DTG walk-in

BCCO NYC

Bring-your-own-blanks DTG

NECK LABELS · RELABEL RAILS

VENDOR

TURNAROUND

Ninja DTF Transfers for Neck Labels

Same-day (fastest for pre-order unlock)

New York Custom Labels

3-day rush woven

AllCity Label

Standard woven satin, brand identity grade

Labels Inter-Global

International if scale outgrows NYC

TRADEMARK · USPTO CLASS 35

Specimen requires: (1) label on goods + (2) webpage showing ordering. RC01 launch IS the specimen – shipment of labeled SKU to real customer + revasser.nyc PDP as of-record web evidence. SOU due May 13. Venable LLP counsel.

RÊVASSER · RC01 CREATIVE BRIEF

· ONE WEEK TO LIVE ·

BEYOND RC01

RC02 is knit. It is niche. It is quieter still.

NEXT CAPSULE THESIS

Beyond May 13 the program turns to knit. Niche. Waitlist-gated. The Memory layer named in internal axioms becomes product: restock surface, one-to-one fit conversation, not another hero drop.

The Oct 2024 trompe-l'œil sweater concept — cut short by the fiasco — is the candidate. If resurrected, it is RC02's lead.

STILL OPEN (WOULD ASK JAMES)

- RC01 pricing tension — \$85–155 is approachable streetwear, but register is \$400–800 Wales Bonner / Bode territory. Deliberate accessibility, or reposition after Capsule 01 sells?
- May 2 real shoot direction — extend the atmospheric dream-state of the founder shoot, or go tighter studio-product for PDPs?
- RC02 expression of trompe-l'œil — knit texture illusion? Logo embedded as 3D knit that reads as flat from distance?
- Allia/Alex return — does the team rejoin for RC02, or is the program now founder-plus-contractors?

IMMEDIATE (NEXT 7 DAYS)

- Mon-Tue: NYC blanks pickup (Wow! / Hasan) + DTF run + relabel at Ninja
- Wed: Real garment photography (even iPhone-grade in studio setup mimicking halo backdrop)
- Thu: Shopify ingest real shots, replace composites on PDPs
- Fri: T-7 email fires (teaser)
- Sat: Pre-order unlock + FTC language on PDP footer
- Sun: Review bounce + revise T-3 reveal
- +1 week: T-0 live · SOU filed

TRIPWIRE AT LAUNCH

If any customer-facing surface reads like a “celebrity brand” or generic “elevated essentials” — pull it. The brand is not interchangeable. Cheek + restraint + earned fiasco + single-identity craft.