feeling small

if not now, when?

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what is feeling small

feeling small is the experience where one recognizes their insignificance in comparison to the universe

it is an experience filled with humility as we question by what miracle lead to our creation

it is the solace felt when realizing that all of humanity has searched, but none have found

it is an appreciation of the past, urgency for the present, and anticipation for the future

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the mission



the mission of feeling small is to provide a space in which one can take comfort in knowing that they are not alone in their search for purpose

it is not meant to answer the human condition, but instead spur humanity to be more intentional with our finite time on this planet

if not now, when?

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who do we represent

feeling small is meant to represent every person as we all share humanity

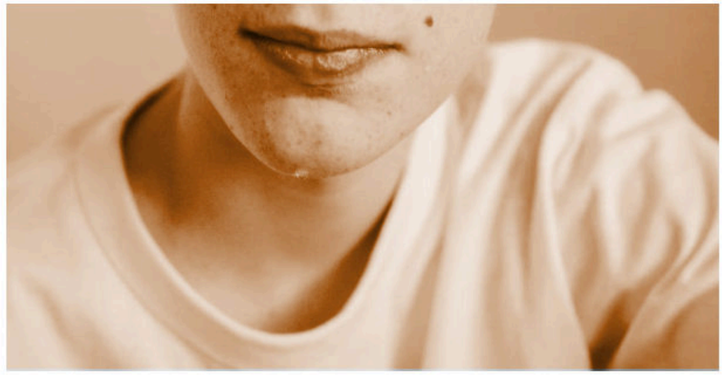
feeling small is meant for those called to something greater than themselves

for all come from dust, and to dust all return



feeling small is to

- search for one's self
- explore the human condition
- examine our significance
- lament the past
- celebrate humility
- act with intention
- question our ambition





feeling small is not to

- live without meaning
- be vain
- settle
- validate laziness
- practice nihilism
- doubt humanity
- forget the present

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feeling small sounds like

- nostalgia is a gift
- sweet honey, bitter money
- why am I art?
- forbidden love always has a chance
- desperate creation
- don't underthink it
- humanity is homegrown



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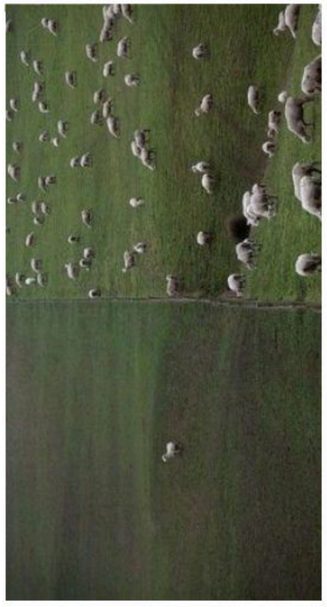
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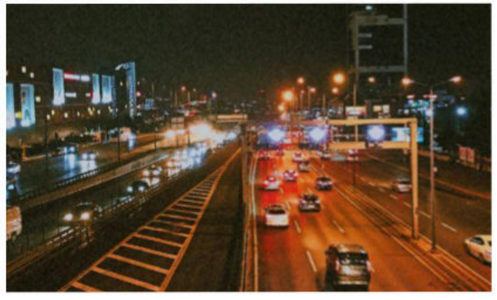




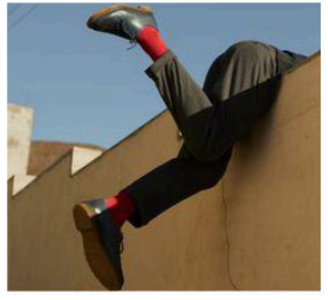
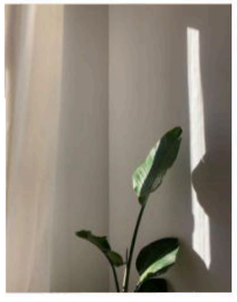
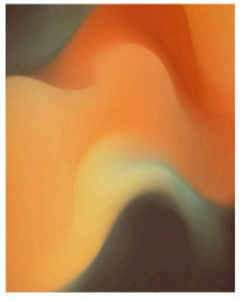










feeling small looks like

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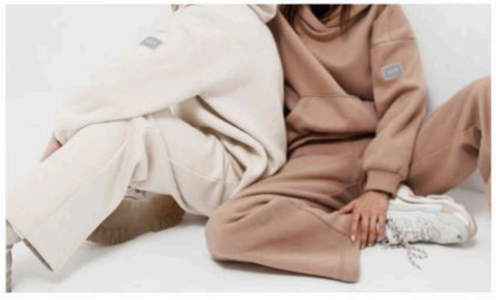


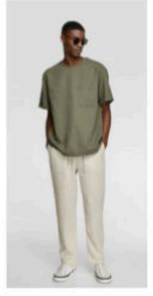




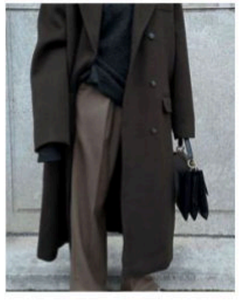










feeling small looks like

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feeling small summer (drop 1)









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feeling small fall (drop 2)









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consumer profile

Ages 18-30

- Young adults in large cities, new grads, quarter/midlife crisis
- People who work in talent industries (artists, musicians, designers)
- People who subscribe/are countercultural to the “American Dream”
- Educated/conscious, self aware, hipsters, religious



consumer profile

At this age demographic, is when most people transition into the world and start defining their identity. **They are experiencing a quarter life crisis and are feeling existential.**

Some of this age group are influenced by outside sources such as social media or celebrities for clout and fame. However this demographic turns toward the self to define value. **They are motivated by freedom, consistency, and quality.**

While they know they are not defined by material goods, they value functionality, expression and tastefulness.

Our strategy is to deliver quality clothes to create sense of connection over this existential feeling.



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our community vision

While we want our clothes to represent this connection, **our vision is to provide a space/platform/collective that promotes artists** that create music, poetry, film or visual art that represents “feeling small”

The art shared is meant to be visceral, personal, emotion, and honest.

We just want to promote art.

While our **brand identity will primarily be defined through clothing**, we hope to continue to drive content and provide value through social media posts and news letters.

