



LIONS DEN

PRESS KIT / CHAPTER 001

Never meant to follow.

Updated October 2026. For editorial use worldwide.

BRAND FACTS

Label	LIONS DEN	Category	Premium streetwear
Audience	Ages 13 to 44	Position	Independent label. High-end construction, small batch.
Debut release	Chapter 001	Hero product	LIONS DEN Original Tee
Signature statement	NEVER MEANT TO FOLLOW (back artwork)	Tagline	Never meant to follow.
Colorway	Black	Size range	S to 5XL. No XS.
Price range	\$85.00 to \$93.50 USD	Made in	Honduras
Ships to	United States	Community program	Build the Den: friend gets 10% off, member earns \$15 credit per order
Web	liondenapparel.com	Press contact	enter@liondenapparel.com

THE STORY

LIONS DEN is an independent streetwear label for the next generation of leaders. The name comes from Daniel in the lions den: conviction that does not disappear when pressure shows up. The brand is built on the molding process, the pressure that shapes a follower into someone who stands for something.

Chapter 001 is the first release. It centers on the Original Tee, an oversized heavyweight cotton tee that stays quiet at the chest and carries the statement NEVER MEANT TO FOLLOW across the back.

PRODUCT: LIONS DEN ORIGINAL TEE

Built with weight. Worn with conviction. A roomy oversized silhouette rooted in 90s street culture, cut from ultra heavyweight cotton with a chunky knit that gives the print its vintage character.

Fabric	100% cotton, ultra heavyweight
Weight	7.5 oz, 16 singles
Knit	Chunky, suited to a vintage print aesthetic
Fit	Super baggy, relaxed oversized
Neckline	Crew neck
Artwork	Front stays quiet. Back carries NEVER MEANT TO FOLLOW.
Finish	Distressed print character is expected
Origin	Made in Honduras

PRICING (USD)

S	M	L	XL	2XL	3XL	4XL	5XL
\$85.00	\$85.00	\$85.00	\$85.00	\$87.50	\$89.50	\$91.50	\$93.50

Sizes 2XL to 5XL carry a small upcharge. Shop through the LIONS DEN web store.

SUPPLIED MEASUREMENTS (S TO 2XL)

Measurement	S	M	L	XL	2XL
Body length	28	29	30	30.5	32
Body width	18	20	22	24	26
Sleeve length	16.75	18	19.75	21	22.25

Figures as supplied by the manufacturer. Units are not stated in the supplied chart. Measurements for 3XL to 5XL are not yet confirmed.

AVAILABILITY

Shop Chapter 001 through the LIONS DEN web store. Pieces are made to order: production takes about 2 to 3 weeks, then the order ships. Shipping is currently limited to the United States, with cost shown at checkout and standard delivery of 3 to 7 business days after dispatch. All sales of the Original Tee are final.

MEDIA ASSETS

lions-den-back-print.png

PNG / 1920 x 898 px / 199 KB

lions-den-backprint-skate.png

PNG / 1254 x 1254 px / 2077 KB

lions-den-backprint-street.png

PNG / 1254 x 1254 px / 2596 KB

lions-den-campaign-skate.jpg

JPEG / 2048 x 2048 px / 295 KB

lions-den-campaign-street.jpg

JPEG / 2048 x 2048 px / 570 KB

lions-den-logo.png

PNG / 1254 x 1254 px / 277 KB

lions-den-tee-back.jpg

JPEG / 2048 x 2048 px / 59 KB

lions-den-tee-front.jpg

JPEG / 2048 x 2048 px / 45 KB

Download from liondenapparel.com/press. The full kit is available as a single ZIP.

USAGE

- Credit the brand as LIONS DEN.
- Use the artwork and logo unaltered. Do not recolor, stretch, or add effects.
- The tagline is: Never meant to follow.
- Imagery is approved for editorial use. For commercial or retail use, ask first.

CONTACT

Press inquiries: enter@liondenapparel.com

Web: liondenapparel.com

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