

# GREAT

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## FOR IMMEDIATE RELEASE

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Justin Great  
Founder / Designer  
[justin@justingreat.com](mailto:justin@justingreat.com)  
616.218.2565  
@Justin\_Great

### **Justin Great Season 2 Fashion Launch**

Denver designer to launch luxury streetwear fashion line, with fashion, music, art, culture, and Denver's most stylish

DENVER, Colo., December 29, 2017 – Justin Great, a Denver-based luxury streetwear designer, will launch his Season 2 collection with a party and pop-up shop on January 19th at Urban Mix.

The event will start at 7 p.m. RSVP online at [www.justingreat.com](http://www.justingreat.com) or on the Justin Great Facebook page for a gift upon arrival and entry into a giveaway for a piece from the Season 2 collection. View Season 1 collection at [www.justingreat.com](http://www.justingreat.com).

The event will premier Great's newest "seasonless" designs, intended to be wearable from winter through summer. This will be the first event Great has hosted in Denver, and will debut the new line among a celebration of fashion, music, food, and art.

Denver-based CRL CRLL will DJ the event, which will also offer free admission and parking, food and drinks, giveaways, a runway fashion show presentation, a dance performance by the CreNatives, a photo booth, and an opportunity to mingle, shop, and dance with Denver's street culture elite.

"I'm really excited to finally share my brand with the city of Denver! I trust the sophisticated and modern streetwear aesthetic we offer will connect with the people," said Justin Great, the founder and designer of the eponymous company, on his label's signature style.

Justin Great is recognized as a growing name in luxury streetwear, known for its attention to detail. Based in Denver with a following in New York and Los Angeles, the brand is all USA made. Deconstructing and hand-sewn details are added by Great himself in his studio, ensuring no two pieces are exactly the same. Season 2 debuts the latest in the label's signature clean aesthetic, complemented with limited edition pieces inspired by formal tailoring lines and classic prints redefined for the ready-to-wear world.

Justin Great's Season 2 line will be available for purchase at the event, and will be available online exclusively at [www.justingreat.com](http://www.justingreat.com).

## **ABOUT JUSTIN GREAT (BRAND)**

Justin Great is an American based fashion brand with a multidisciplinary approach that offers carefully crafted ready-to-wear fashion and accessories. Founder and designer Justin Great's interest in fashion, design, art, photography, film, architecture, and contemporary culture led to the brand's inception.

The brand embraces good taste and high quality product through simplicity and effortless styles, cultivating contemporary and cutting-edge design aesthetics.

## **ABOUT JUSTIN**

Justin Great is a relentless entrepreneur who has a passion for progressive culture and all forms of creative expression. His driven nature has compelled him to create and be involved in various ventures including, but not limited to, the worlds of fashion, creative content/media, design, music, and blogging. His background in fashion stems from the inception of his fashion and style blog "The Upper Echelon," which he founded in college as a means of sharing fashion and style expertise. Since the blog's inception in 2009, Justin has had the opportunity to showcase and collaborate with multiple brands and publications. As the blog grew to prominence and gained attention, many followers began requesting Justin to create his own fashion collection, which later birthed the Justin Great fashion brand and its subsidiary, Plumage by Justin Great.

Justin is the true embodiment of the Renaissance man concept. His creative content and design company - Luxpiration - allows him and his team the outlet to create via media (photography, videography, graphic design), web/product design, audio, branding, and marketing. Justin Great's music production background has afforded him the opportunity to produce beats of several different genres for various music artists and also film/television (Great Beats).

In addition to the arts, Justin has a passion for technology and has created products in the tech space, including co-founding the start-up Friendect – a mobile application that is revolutionizing the way people meet up with their friends in the real world.

For Justin, his various ventures are a means of creative expression and influence and his goal is to fuel and inspire individuals to enjoy, appreciate, and partake in high quality lifestyle, culture, and product.

Justin Great is a firm believer that through creativity, action, and dedication we can influence and change the world.

Among other accolades, Justin has been featured in magazines and publications such as GQ, Fortune, and The New York Times. Justin was also named one of the top 50 style bloggers in 2014.

>> Images attached <<