

sunstyler

special edition

Who's
wearing
Ksubi

Cass'
Top
Picks

Get to know

ksubi

KNOW YOUR BRANDS

sunglassstyle

** Ksubi is only sold
in Dress-Smarts



The Stats

Founded 1999

Founder Gareth Moody, Dan Single, George Gorrow, Paul Wilson, Oscar Wright

Headquarters Sydney, Australia

Country of Origin Australia

Social Media

www.facebook.com/ksubieyewear

474 followers

twitter.com/ksubi

1472 followers

[instagram.com/ksubi/](https://www.instagram.com/ksubi/)

49.9k followers

www.ksubieye.com

www.ksubi.com

Whos wearing ksubi



Beyonce rocks
Batcat



Jared Leto in Skat



Wiz Khalifa in
Skeleton



Gigi Hadid
spotted in
Helicon aviators



Nicole Richie wears
Belatrix

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Get to know ksubi 田田

Ksubi is pronounced as "soobie" in Australian accents, and "sue-bee" in American accents. The first letter in both Ksubi and their earlier name Tsubi has always been silent.

Over the past 15 years Ksubi has evolved into one of the most notorious and recognisable fashion brands in the world.

Undeniably one of the most famous Australian brands in the international marketplace, ksubi has built a significant presence and cult following along the way.

Ideas, individuality and authenticity have developed ksubi into a tangible subculture; one that encompasses all that is fashion, art and music.

Remaining uninfluenced by consumer trends, choosing instead to set its own agenda, the social commentary that originates from ksubi is as relevant and thought provoking as ever.

Whether it be their numerous conceptual feats, topical fashion aesthetic or signature denim, the boys behind ksubi have already inspired one generation and is well on the way to inspiring another.



Paul Wilson, Mikey Nolan, Dan Single, Mauric Terzini

In 2000 Gareth Moody, Dan Single and George Gorrow were dissatisfied with the range of jeans on the market and could not find pairs that fit properly. Under the name Tsubi, they started manufacturing their jeans and other denim clothing.

Tsubi made its international debut in London in 2002, with fashion displays held in an abandoned tube station at Aldwych. Following this, Tsubi was sold in a concession at Selfridges Department store in London alongside the likes of Stella McCartney, Martin Margiela, Givenchy, and Marc Jacobs.

In 2006, Tsubi changed its name to Ksubi.

Ksubi has three official stores, and their garments, jeans, and eyewear are sold in boutiques around the world.

The Ksubi Group quickly grew to a turnover of A\$19.7 million in 2007, prior to suffering major operational and financial issues in 2008. In 2010 Ksubi was purchased by the clothing manufacturer Bleach, who also own and produce Insight and Something Else.

On 12 September 2012, co-founder George Gorrow announced his resignation as Creative Director. George noted that he was leaving Ksubi on good terms, but wanted take some time out to spend time with his wife and practise surfing.



Cass' Top Picks

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While going through all the new stock I couldn't help but try every style on. Ksubi has become one of my new faves. Here are some styles that I love. Be sure to check out the full range at our Dress-Smarts.

1

KB SOLARIA 1201711

Was \$229
Now \$69.90

Such a great pair for both men and women. The gold detail around the frame makes this so stylish.



2

KB AURORA 1401714

Was \$229
Now \$69.90



A subtle cat eye style, this granite tortoise colour is something different to try.

3

KB NEXON 1501722

Was \$199
Now \$59.90

The front of the frame is finished with contrasting half gloss/matte as well as the gold inlay at the top. Perfect for every face shape.



4

KB BATCAT 1301665

Was \$199
Now \$59.90



This style is a bit more funky and looks seriously cool with the likes of Beyonce rocking them. Great for standing out at a festival.

5

KB CYGNUS 1401700

Was \$199
Now \$59.90



A play on the classic clubmaster style, this black enamel detailing compliments the frames silver bold outlines.

6

KB BONDE 1501719

Was \$199
Now \$69.90

Fusing vintage with modern details, this classic round shape is brought to the future with an oversized silhouette and bold flat profile.



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