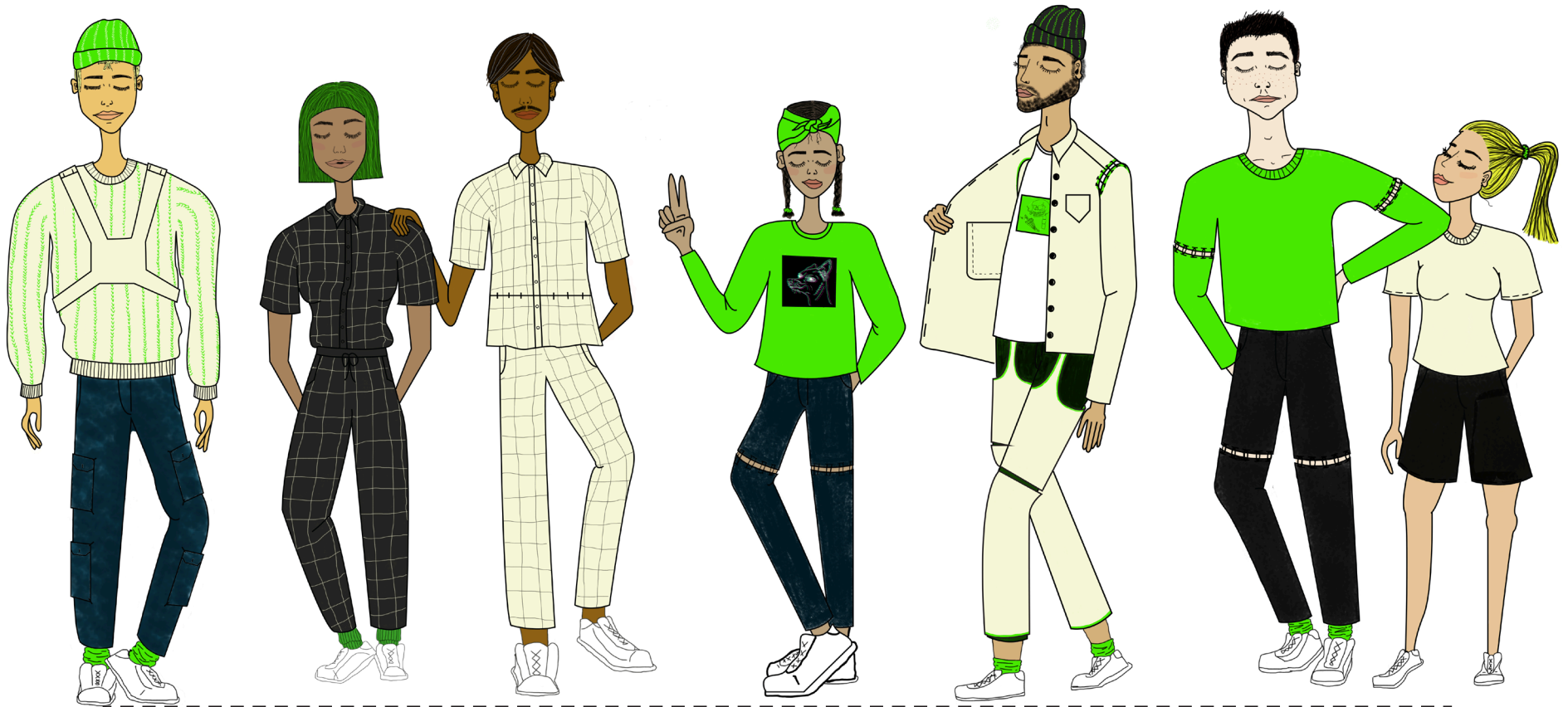


STONED 2 DEATH

HANNA AABRAM



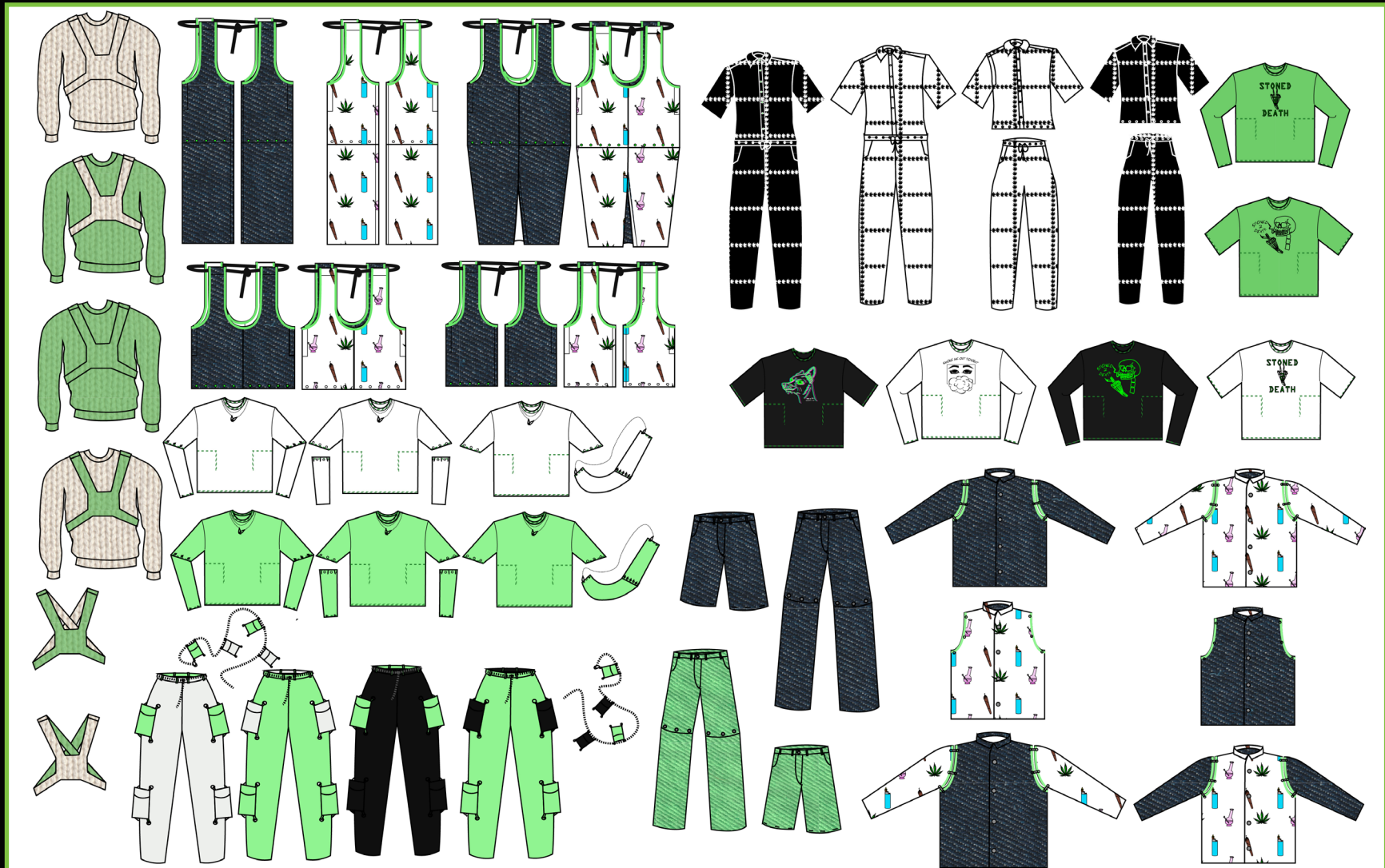
HEMP FOR THE BODY, CONVERTIBILITY FOR THE MIND, AND MARIJUANA FOR THE SOUL



STONED 2 DEATH IS A BROOKLYN BASED BRAND THAT CONNECTS CANNABIS ENTHUSIASTS TOGETHER THROUGH INNOVATIVE STONER CENTERED FASHION AND ACCESSORY DESIGNS IN ORDER TO CHANGE THE REPUTATION BEHIND CANNABIS CULTURE. THE CORE OF OUR VALUES ARE BASED ON BEING EMPATHETIC AND COMPASSIONATE HUMANS WHICH IS WHY WE USE THE MOST SUSTAINABLE FIBER ON THE PLANET; HEMP! WITH THE USE OF HEMP FABRICS, LOCALIZED PRODUCTION SYSTEMS, MULTI-WEAR GARMENTS, AND A MISSION TO DONATE A PORTION OF THE PROFITS TO CANNABIS RELATED APPEALS CASES; WE CAN HELP PROVE TO THE WORLD THAT STONERS DON'T FIT INTO A STEROTYPICAL BOX. DECRIMINALIZE THE PLANT, DECRIMINILIZE ITS USERS AND HELP RESTORE OUR PLANET.

MULTISSAY GARMENTS FOR THE WIN

- DESIGNING FOR GARMENT LONGEVITY IS THE KEY, STRONG & LONGLASTING PRODUCTS MEANS LESS FABRIC WASTE IN LANDFILLS
- STONED 2 DEATH TAKES A SLOW FASHION APPROACH AND MAKES SURE CONSTRUCTION IS DURABLE AND FULLY THOUGHT OUT
- GARMENTS ARE LOOSE FITTING AND ADJUSTABLE TO ACCOMODATE MORE BODY TYPES AND CHANGING BODIES
- TRANSFORMABLE GARMENTS ARE MORE LIKELY TO STAY IN SOMEONE'S WARDROBE ROTATION BECAUSE THEY CAN BE WORN MULTIPLE WAYS AND THEY ARE VIEWED AS "SPECIAL"

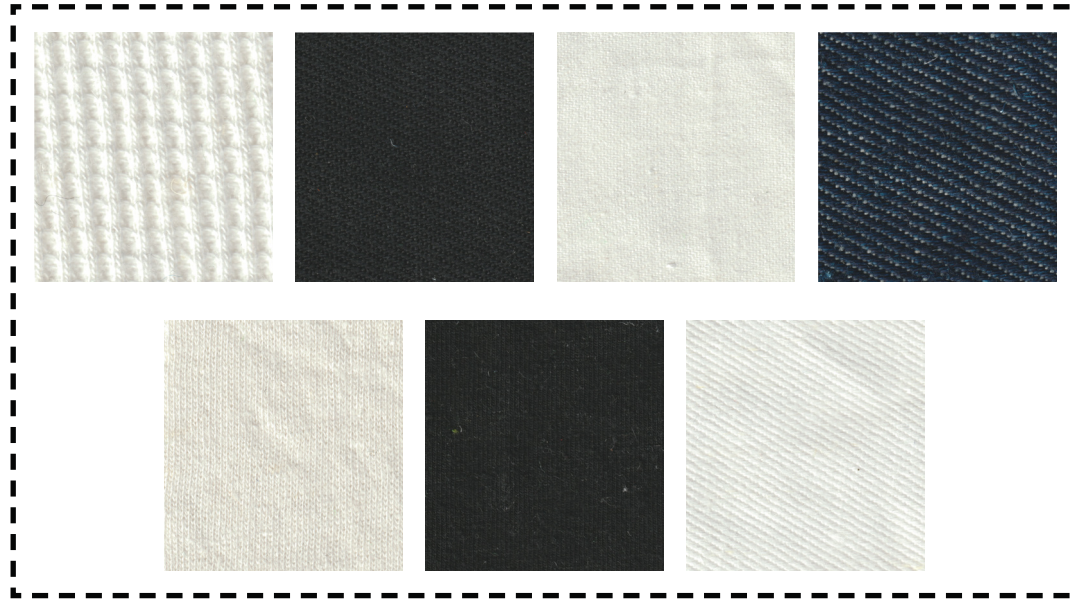


MULTIFACETED SUSTAINABILITY



- ETHICALLY SOURCED HEMP FABRICS
- NO SYNTHETICS
- QUALITY CONSTRUCTION WITH MULTIFUNCTIONAL ELEMENTS
- SMALL BATCH, LOCALIZED PRODUCTION
- HAND DYED FABRICS
- DETAILED CARE INSTRUCTIONS
- RECYCLING AND REPAIR PROGRAM
- FABRIC SCRAP SOLUTIONS FOR WASTE REDUCTION

ALL HEMP EVERYTHING!

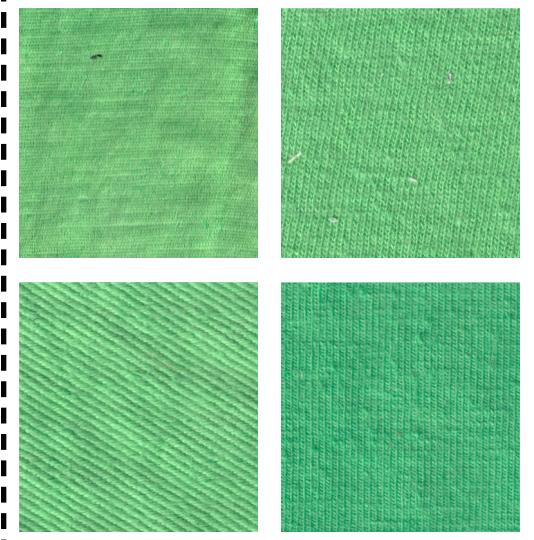
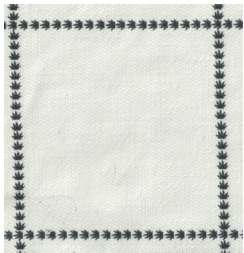
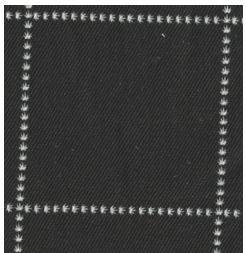


ENVIRONMENTAL BENEFITS

- NO PESTICIDES REQUIRED FOR GROWING
- RAPID GROWTH AND SMALL SQUARE FOOTAGE TO FIBER RATIO
- FULLY BIODEGRADABLE
- REQUIRES FAR LESS WATER THAN OTHER FIBER PRODUCING CROPS

WEARABLE BENEFITS

- MORE BREATHABLE AND DURABLE THAN COTTON OR LINEN
- HEMP HAS NATURAL ANTIMICROBIAL PROPERTIES AND SOFTENS WITH EVERY WASH MAKING IT BETTER FOR YOUR SKIN
- EASILY BLENDS WITH OTHER FIBERS TO CREATE A MULTITUDE OF TEXTURES, WEIGHTS, AND STRUCTURES

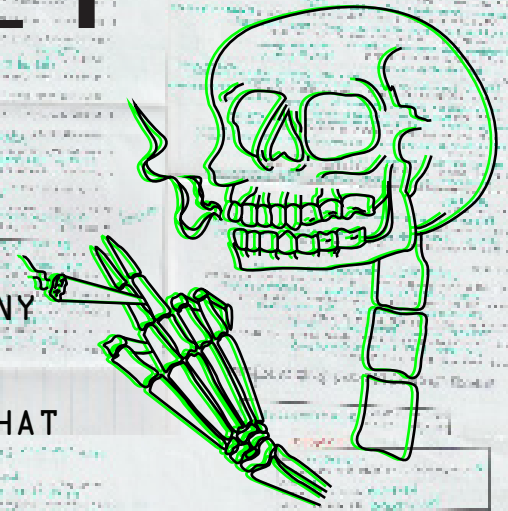


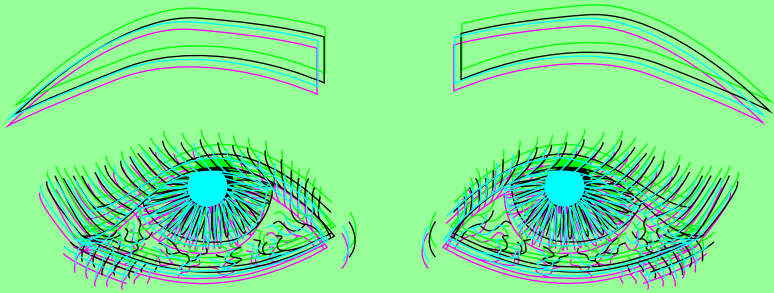
GAPS IN THE MARKET

GAP 1: LIMITED SUSTAINABLE STREET WEAR BRANDS; MOST OF THE BRANDS IN THE MARKET HAVE CLOUDY PRODUCTION SYSTEMS AND ONLY FOCUS ON ONE OR TWO SUBCATEGORIES OF SUSTAINABILITY

GAP 2: THE MAJORITY OF CURRENT HEMP USE LOOKS VERY GRANOLA OR ONLY USE HEMP IN A LIMITED NUMBER OF PRODUCTS. STONED 2 DEATH USES HEMP FABRICS IN A DISCRETE WAY THAT MAKES IT SEEM LIKE ANY OTHER FABRIC.

GAP 3: THERE ARE VERY LIMITED CLOTHING BRANDS ON THE MARKET THAT CATERS TO STONERS. WITH WEED AND HEMP BEING ON A LEGALIZATION RISE, MORE OF THE POPULATION HAS BECOME OPEN ABOUT THEIR WEED SMOKING HABITS. STONED 2 DEATH OFFERS HIGHLY FUNCTIONAL AND DIVERSE PIECES FOR YOUR WARDROBE THAT CAN STASH ALL WEED ACCOUTERMENTS





THE 411 ON 420

HEMP VS. WEED

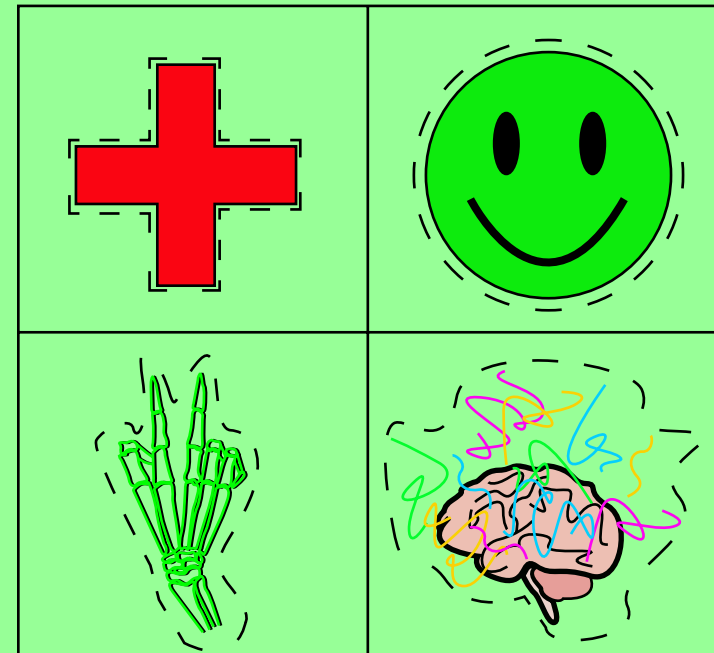
- THC IS THE MAIN PSYCHOACTIVE CHEMICAL IN WEED, THIS CHEMICAL BARELY PRESENT (3% OR LESS) IN THE HEMP PLANT.
- HEMP AND WEED ARE OFTEN CATEGORIZED TOGETHER, DUE TO MARIJUANA GROWTH BEING ILLEGAL IN MOST PLACES, HEMP ALSO HAS GROWTH BANS AND LIMITATIONS MAKING IT DIFFICULT TO FIND U.S. PRODUCED HEMP FABRICS
- CBD IS THE DOMINANT CHEMICAL IN HEMP

WHY WE SMOKE

- ANTI ANXIETY
- APPETITE REGULATION
- FREE FLOWING THINKING
- BOOSTED CREATIVITY
- RELAXATION
- SOCIALIZATION
- MEDICAL TREATMENT
- PAIN RELIEF

WAYS TO CONSUME CANNABIS

- SMOKING (VAPE, PIPE, BONG, JOINT)
- EDIBLES
- TOPICALS
- CAPSULE CONCENTRATES
- DABS



CULTURAL MISSION

STONED 2 DEATH

HANNA AABRAM



WHEN INCARCERATION IS THE ONLY
CANCEROUS PART OF CANNABIS

Beware! "Marihuana".

Killer Drug

HE'D **KILL** FOR ANOTHER DRAG!

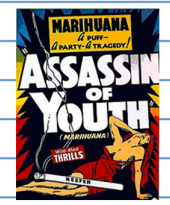
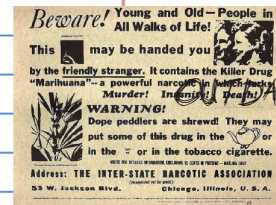
Deadly Marihuana

Women
will do
anything
for it!

THE DEADLY SCOURGE THAT
DRAGS OUR CHILDREN INTO THE
QUAGMIRES OF DEGRADATION
Your child may be next!

One MOMENT of BLISS -
A LIFETIME of REGRET!

MARIHUANA
A PUFF -
A PARTY - A TRAGEDY!



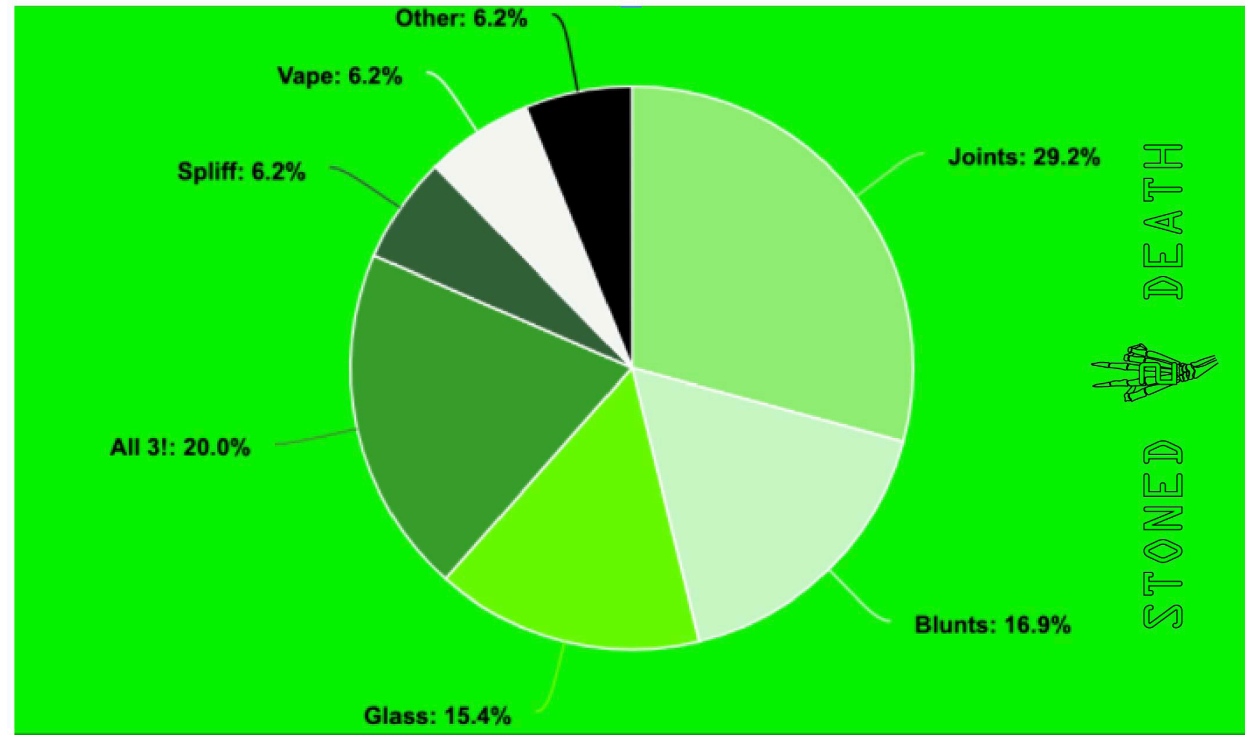
THESE OUTDATED STEREOTYPES ARE NASTY AF

CHANGING THE REPUTATION OF STONERS THROUGH CONVERSATION, NORMALIZATION AND ACTIVISM. THE CANNABIS INDUSTRY HAS BEEN BUILT AT THE EXPENSE OF PEOPLE OF COLOR. AS MINORITIES SIT IN PRISON FOR CANNABIS RELATED CHARGES, YOU AND I CAN FREELY SMOKE WITH LITTLE FEAR OF PROSECUTION. IT IS OUR DUTY AS A COMMUNITY TO BRING EQUALITY TO THE WORLD OF CANNABIS IN A REFORMATIVE AND SUPPORTIVE WAY. OUR MAIN PRIORITY IS TO PARTNER WITH THE LAST PRISONER PROJECT TO DONATE TOWARD CANNABIS APPEALS CASES. FUTURE FOCUSES WOULD BE RELATED TO PROVIDING JOBS FOR NEWLY ACQUITTED PEOPLE WHO SERVED TIME FOR CANNABIS CHARGES.



Hinge

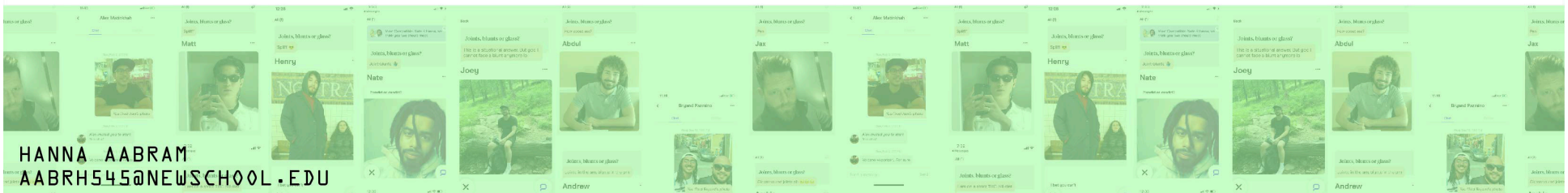
SMOKING METHOD	# OF BOYS WHO PREFER
glass	10
joints	19
blunts	11
spliffs	4
joints, blunts and spliffs	13
edibles	1
vape	4
dab	1
fruit pipe	1
thc pills	1



DEATH
STONED

DATING WITH A PURPOSE

■ Joints
 ■ Blunts
 ■ Glass
 ■ All 3!
 ■ Spliff
 ■ Vape
 ■ Other





STONED



DEATH



A COLLECTION OF STONER ORIENTED TRANSFORMABLE GARMENTS



EVERYTHING IN THIS COLLECTION WAS DESIGNED AND MADE BY HANNA AABRAM. SHE DESIGNED THE PRINTS AND GRAPHICS, DIED THE GREENS BY HAND, CREATED THE SEWING PATTERNS, AND PRODUCED EACH GARMENT FROM PROTO TO FINAL



hanna aabram
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STONER PRODUCTS

JOINT HOLDER/ BUTT DISPOSAL



THE SPLOOF

A SMOKE FILTRATION SYSTEM

(SO YOUR ROOMMATES DON'T EVEN SMELL IT WHEN YOU LIGHT UP)



PORTABLE ROLLING TRAY



COVID RESPONSE-100 MASK PROJECT



\$500 RAISED FOR THE LAST PRISONER PROJECT

