



SLVDR- pronounced "sal-va-dor"

SLVDR was brought to life by design and is a contemporary sportswear brand that appeals to a more subtle and timeless aesthetic, with a creative twist. SLVDR is headquartered in Santa Ana Calif. U.S.A.

The design philosophies are shown in our products by hyper-focused attention to creative details, premium fabrics and well-considered fits. Our aesthetic and philosophy are “Born In California, influenced by the world.” California has a distinct casual attitude that is the foundation for our inclusive design principles. Attainable luxury summarizes the brand direction in that SLVDR provides premium materials and finishes for a reasonable price.

The SLVDR script word mark represents the idea of handmade simplicity and organic creative. Technology has improved our productivity and ability to communicate but never replaces the human act of creation.

Our SLVDR brand icon is “Common Thread” logo, representing a global community and illustrates that we are all connected in some way. Whether you live in Berlin, Hong Kong or Los Angeles there is a common thread that connects us all.

Since its inception, SLVDR has been focused on compelling product and sold within ‘A’ level retailers and has since maintained a very brand-loyal customer who is more influenced by design rather than trend. Key retailers include iconic contemporaries such as American Rag and Zebra Club to sneaker/streetwear shops like In4mation and Univ. These shops have been SLVDR supporters from the very beginning until today.

Brand founder Rob Myers is a Southern California native and apparel industry veteran, having led design programs for leading technical apparel brands for over 15 years. This journey allowed Rob to create SLVDR, a design “salvation” for fashion-minded individuals embodied in California culture.

For Spring 2017 the seasonal theme for the SLVDR collection is “Desert Modernism.” Mixing a refreshing pop-color story with unique outdoor elements, timeless class and a nod to mid-century design; resulting in a distinctive aesthetic that gives the collection in a style all its own. This is our most theme-driven SLVDR collection to date.

For SLVDR, material selection is the beginning of our stringent design process and this season features a variety of new blends, cottons and fabrics that support our attention to fits and overall comfortability of the garment. The materials are accentuated by unique prints and patterns, riffing off of a combination of mid-century and desert Southwest elements.

The collection brings expanded attention on our most popular categories, in particular, knits, fleece and wovens. The color palette and materials can be found in each of these heritage categories for the brand. We've also updated the fits and focused on unique original design details in the crafting of the Spring 2017 season line.

This year SLVDR is expanding the "Craftsman Guild" platform, it's our association of like-minded creatives engaged in kindred pursuits whose work is consistently of the highest quality. Our main purpose with the Craftsman Guild is to call attention to these creative people who feed us inspiration and share a common direction with the SLVDR brand. The Craftsman themselves are introduced as ambassadors for the brand and further establish SLVDR as a creative and design-driven brand.

The brand is also embarking on key numerous collaborations with specific partners from a variety of disciplines. Ranging from design to street to surf, there are key projects dropping shortly adding to our brand presence and followers. Look for the first of these collabs to drop at the end of June 2016. Other collabs are dropping monthly after this initial launch.

As SLVDR has began expanding its global reach we are proud to have maintained a loyal brand following over the last seven years and look forward to continuing this throughout the next year and beyond.