





WHAT IS MERIT?

MERIT IS CAUSE DESIGN.

Donating 20% of everything - not just our profits, but our entire revenue line - to fund college scholarships.



WHY WE DO THIS.

- 1 Every **26 seconds**, a kid drops out of high school in America.
 - 2 That's over **7,000** students a school day. **1.2 million** students every year.
 - 3 Unless graduation rates increase, nearly **12 million** students will likely drop out over the next decade, resulting in a loss to the nation of **\$1.5 trillion**.
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These drastic statistics that paint a dark picture of America's decline in education over the last 40 years go on and on. They're even more apparent in urban areas and among minority populations. And sometimes it feels no one is really paying attention. We're consumed with the economy. We're consumed with national security or healthcare.

But what about our children? What could be more important than ensuring that our young people, our future, are equipped and provided the proper resources and opportunities needed to take the reins when called upon to lead our country?



LOOK GOOD.

MERIT IS CAUSE DESIGN.

- 1 Amazing Comfort
 - 2 Incredible Freshness
 - 3 Little Effort
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You've just left your home. To go eat. In public. With a worn undershirt, an old pair of warm-ups, and most likely, mismatched socks. Probably threw on some old basketball shoes.

And why'd you do it? Because you were comfortable. And because you had no desire to think about what else to put on.

Valid reasons. But, one issue. You looked like a bum! There was nothing dope, fresh, hot, sweet, nothin' about what you had on.

Merit exists to resolve this issue. There's no doubt you should be comfortable and not have to think about what to wear, but we know deep down, you don't want to be a bum! You want to look good. We promise you Amazing Comfort, Incredible Freshness, and Little Effort.





CARGOS ►



◀ WOVEN DENIM





◀ CREW NECK

MERIT'S CAUSE IS YOUTH & EDUCATION

20% of your purchase provides college scholarships for underserved youth. And, our do good goes beyond this donation. We will be improving youth access and college readiness through our very own FATE program and partnerships with other nonprofits around the country.

TROUSERS ▶

FATE PROGRAM

FATE IS A 4-YEAR MOTIVATIONAL AND EDUCATIONAL ENRICHMENT PROGRAM FOR UNDERSERVED YOUTH FROM THE JALEN ROSE LEADERSHIP ACADEMY IN DETROIT.

The program provides sufficient resources and opportunities for underserved youth to embrace their education and become world-class citizens through monthly interactive workshops, primarily in



Ann Arbor, MI and the University of Michigan. Each workshop is driven by four guiding principles: Academic Enrichment, Social & Cultural Awareness, Career Development, and Student Mentorship.



FEEL
GOOD.



BLOCKED HOODIE ►

WE CALL IT A WIN-WIN.

We all can play a role in helping
kids fulfill that private hope and
dream to get to college.

Wearing Merit, you're not only feeling good about
what you have on, you're feeling good about what
you're giving. What it means - what it embodies.





ENABLE

GOOD.



◀ BADGES TEE



MERIT IS A BADGE OF SERVICE.

It's an identifier.

Anytime you see that badge, just know it represents
being a part of a special community of fashionable do-gooders.

Shop. Give. Support.

Enable good with us.



WILL YOU JOIN US?

MERIT NOW AVAILABLE THROUGH INDIEGOGO



INDIEGOGO.COM/MERIT