UNIFOMO

CLOTHING BRAND

ABOUT PROJECT

Unifomo is a streetwear brand that celebrates individuality and self-expression. The name combines "Unique" and "FOMO (Fear of Missing Out)", reflecting the brand's mission to create exclusive designs that help people stand out from the crowd.
Built around limited-edition drops and premium-quality apparel, Unifomo encourages people to embrace their own style instead of following trends. The brand's philosophy is simple:

"Be Unique & Fuck the FOMO."

UN FOMO

DROP 01 — GENESIS
THE BEGINNING OF UNNFOMO.
BUILT FOR THOSE WHO MOVE DIFFERENT.
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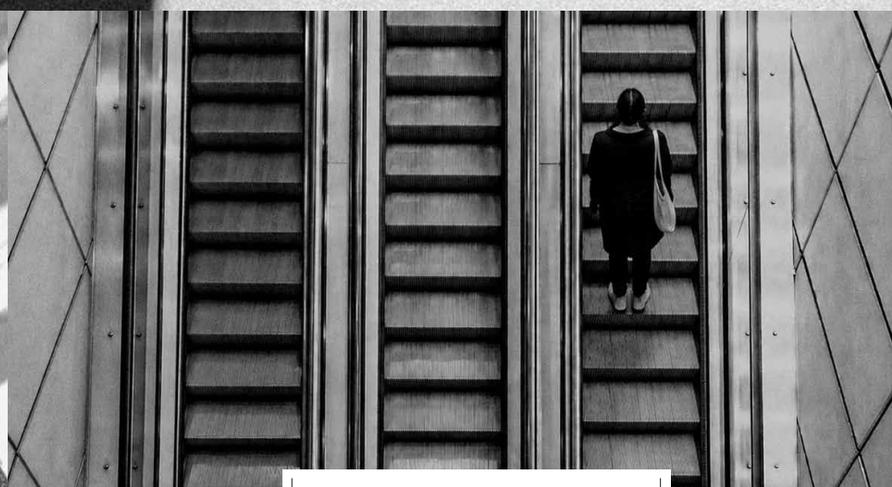
OVERSIZED HOODIES. 100% COTTON
OVERSIZED T-SHIRTS. PREMIUM COTTON
ACCESSORIES.
PREMIUM / EVERYDAY ESSENTIALS

FOMO

NO HYPE.
NO CHASING.
NO NOISE.
JUST IDENTITY.



UNIFOMO

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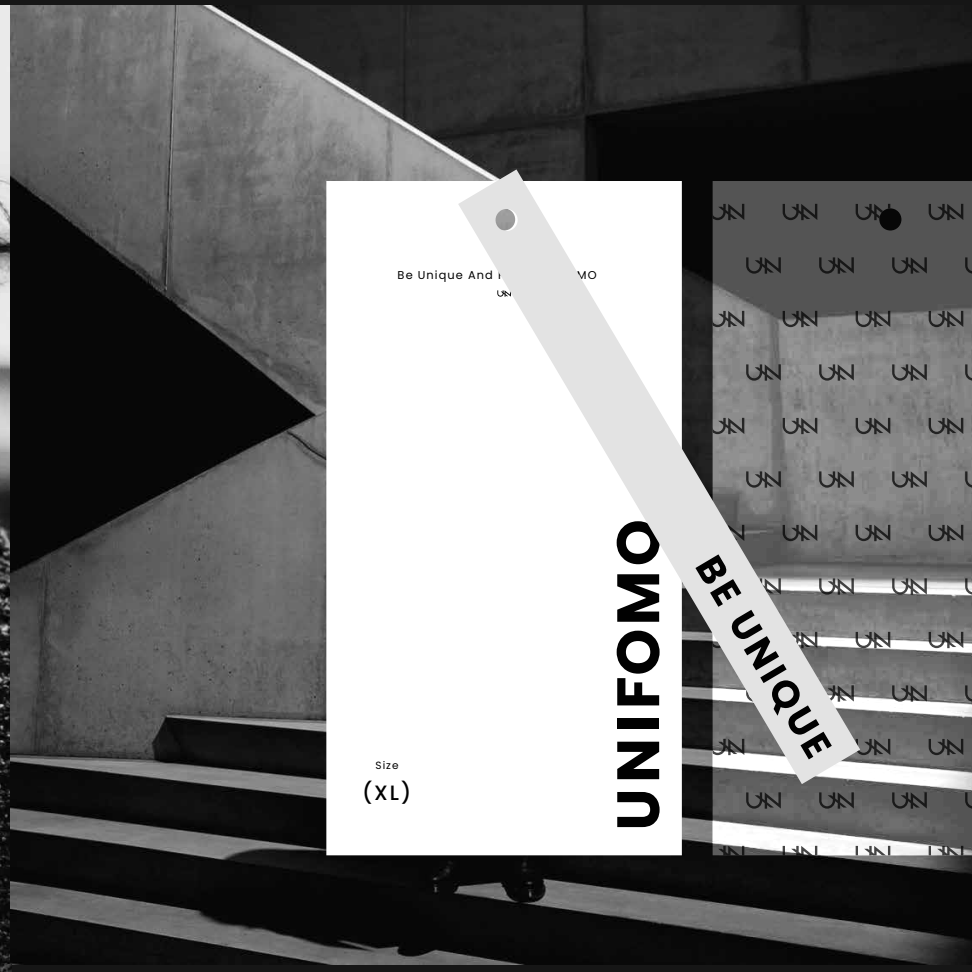
One of the key ideas behind the Unifomo identity is hidden in the logo itself.
The brand tagline says, "Be Unique and Forget the FOMO." Naturally, when someone looks at the logo, they may try to find the word "FOMO" within it.
However, they won't find it, because it isn't there.

The logo intentionally features only "UNI", representing uniqueness and individuality. By removing "FOMO" from the mark, the identity visually reinforces the brand message: focus on being unique rather than fearing what you might miss.

Sometimes, what is absent communicates the idea more powerfully than what is present.

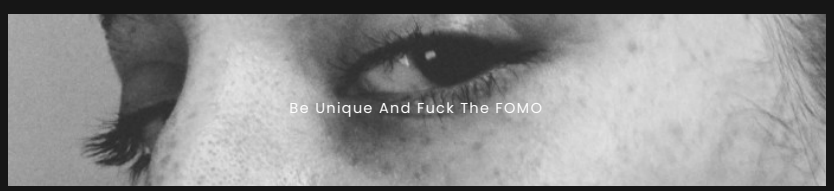
UNIFOMO :- Forget The fomo



Texture that hold depth
Not just Decorations

www.evakee.com

UNIFOMO



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