



STORYBOOK





L I F E S T Y L E

ABLIFESTYLE.COM

## / ABOUT US

AB LIFESTYLE 'THE STAR LIFESTYLE BRAND' STARTED IN 2015 AS AB CAPS DESIGNING LUXURY HEADWEAR ON BEHALF OF SOCCER PLAYER ALEXANDER BUTTNER (FORMER MANCHESTER UNITED, DINAMO MOSCOW, VITESSE AND NOW PLAYING FOR NERO REVOLUTIONS BOSTON USA).

THE CAPS BECAME A INSTANT HIT AND THE AMBITION TO SET UP A COMPLETE LIFESTYLE BRAND WAS THERE. AFTER 6 MONTHS AB CAPS BECAME AB LIFESTYLE AND A THE BRANDS VISION AND PHILOSOPHY WAS CREATED.

AB LIFESTYLE IS NOW FORMED BY A TEAM OF YOUNG PROFESSIONALS WHICH CONSISTS OF INNOVATED ENTREPRENEURS, PRO-ATHLETES, MUSIC INDUSTRY ENTERTAINERS AND FASHION GURUS. EVERY TEAM MEMBER CONTRIBUTES CERTAIN SKILLS TO BUILD THE BRAND.

## / MISSION STATEMENT

AB LIFESTYLE DESIGNS AND MANUFACTURES CLOTHES AND SELLS IT LOCALLY (THE NETHERLANDS) AND INTERNATIONAL TO CONSUMERS AND RETAILERS.

# /MISSION/

AB LIFESTYLE WANTS TO DEVOTE THE AB LIFESTYLE TO THE BIGGER CROWD, THE PEOPLE THAT WEAR THE PRODUCTS HAVE TO FEEL LIKE THEY ARE PART OF A MOVEMENT AND CERTAIN LIFESTYLE.

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IT'S NOT  
A BRAND  
IT'S A  
LIFESTYLE /

/ HOW

AB LIFESTYLE TARGETS LIKE MINDED PEOPLE THROUGH MANY DIFFERENT SOCIAL PLATFORMS, CELEBRITIES, ARTISTS AND INFLUENCERS. ONCE YOU ARE A PART OF THE AB LIFESTYLE FAMILY WE MAKE SURE OUR BOND GETS CLOSER. WE DO THIS BY REGULARLY BRINGING NEW AND EXCITING COLLECTIONS, PERFECT CUSTOMER CARE, GOOD AFTERSALES AND SO MUCH MORE.

AB LIFESTYLE KEYWORDS

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FIT.  
AMBITION.  
SUCCESS.  
CONFIDENCE.  
RISKS.  
FUN.  
VICTORY.  
SINCERITY.  
HARD / WORK.



L I F E S T Y L E

## / LOGO

THE AB LOGO IS BUILT TO SHOW STRENGTH THROUGH THE STRAIGHT LINES AND CURVES. THE MEANING OF A STAR IS FREEDOM AND STARDOM AND IT IS A SYMBOL OF PROTECTION, GUIDANCE AND FINDING ONE'S PATH IN LIFE.

THE AB STAR PERSONALITY REFLECTS ON THE  
CLOTHING AND THE OVERALL BRAND, IT IS  
DESCRIBED THROUGH THE I-PERSPECTIVE:

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I AM A DOER. /  
I HAVE GAINED WISDOM  
THROUGH PAIN AND  
HARDSHIP. /  
I AM VITAL AND ENERGETIC. /  
I AM ALWAYS PRESENT  
AND A WELCOME GUEST. /

DON'T  
HESITATE  
AND  
CONTACT  
US /



AB LIFESTYLE

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THE NETHERLANDS

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 @ABLIFESTYLE.FASHION

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