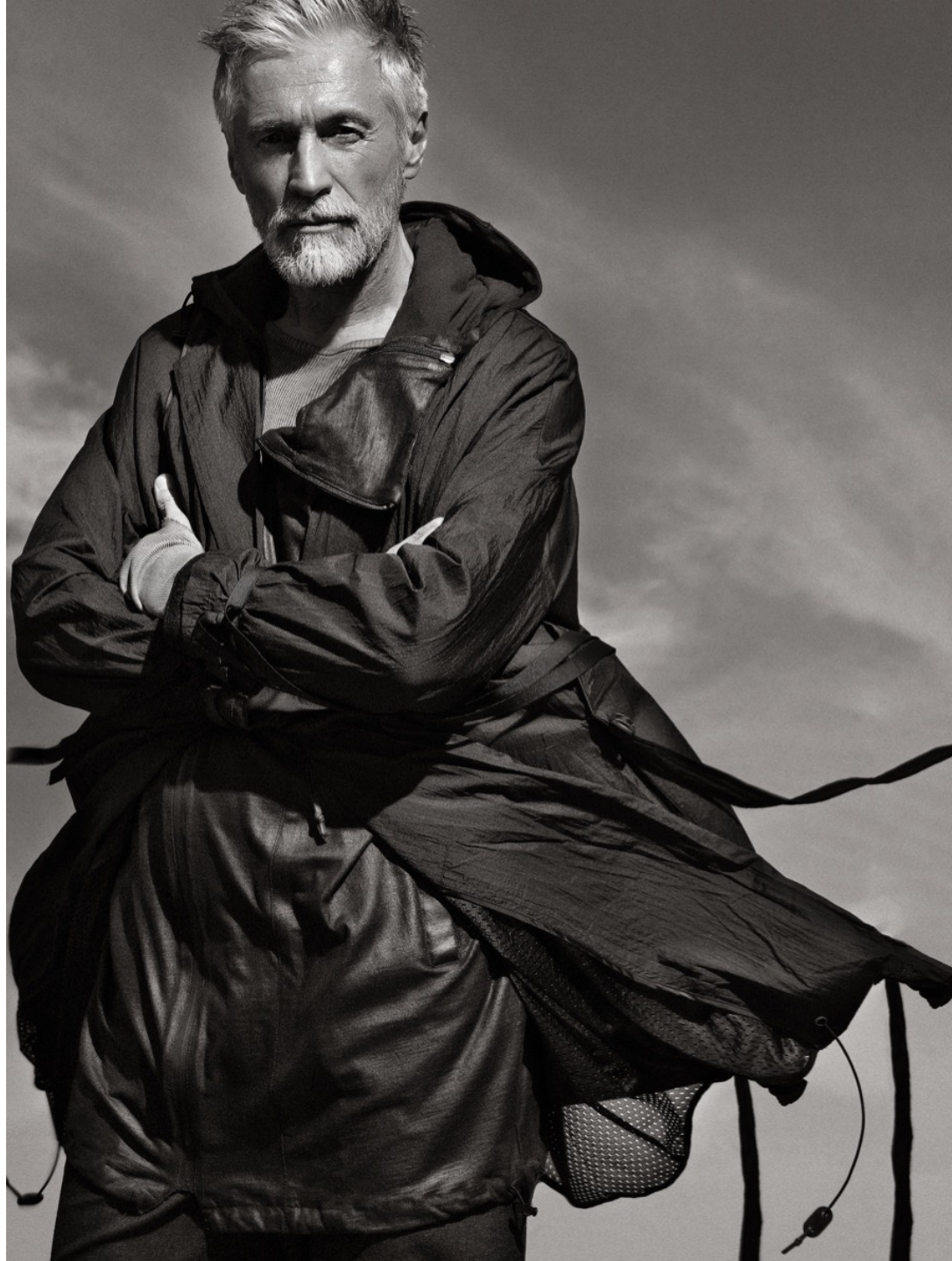


--RITES



__CONTENT

__VALUES

__BRAND INFO

__MISSION

__VISION

__PACKAGING

__CONTACT

__VALUES

__BOLD

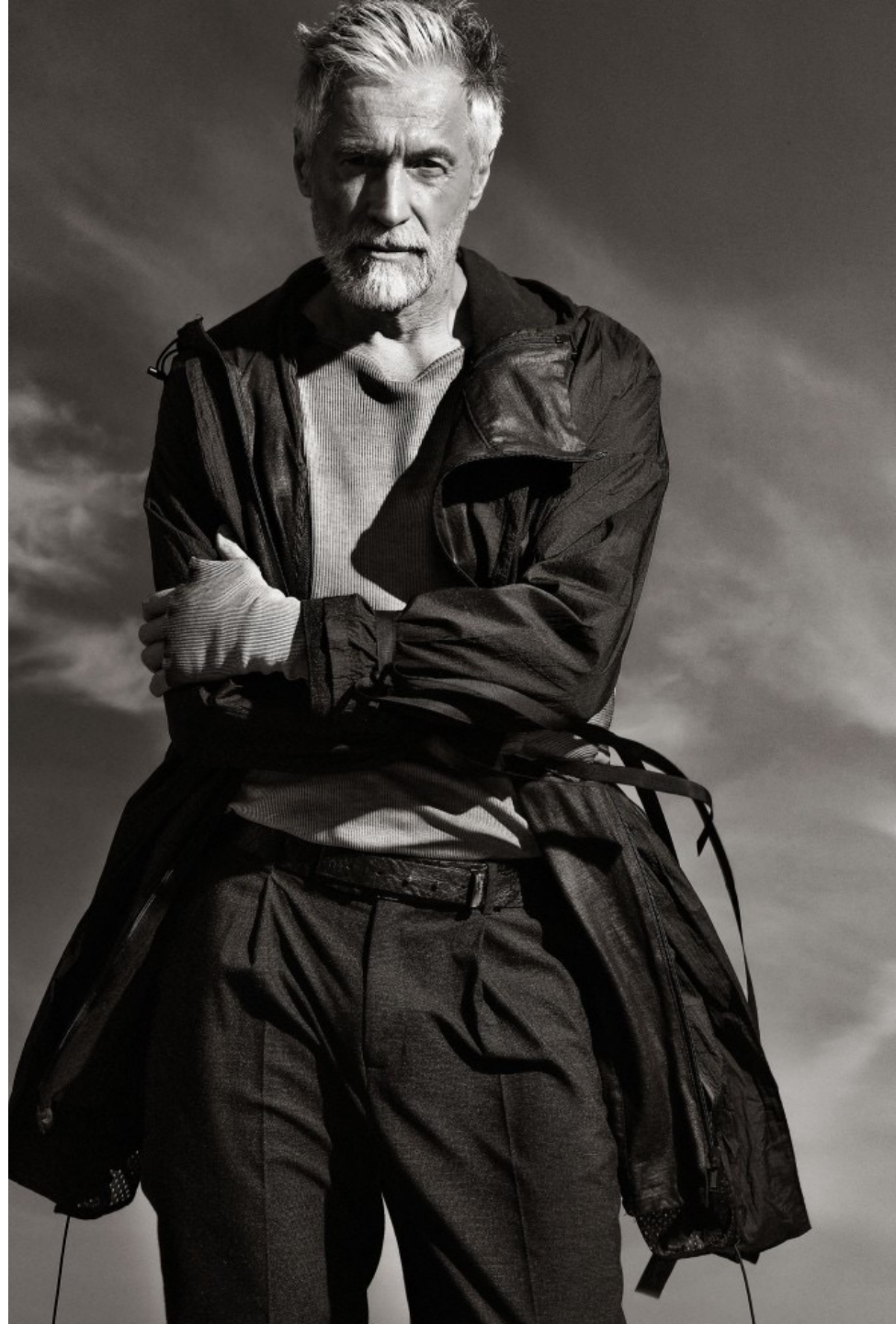
__CONSISTENT

__WISE

__BALANCED

__MATURE





__SMART, PURPOSEFUL AND
__SOPHISTICATED CLOTHING
FOR MATURE SOULS AND
THE ONES WHO FEEL THAT
WAY.

__LOGO: __RITES
__FONT: __PT Mono

__BLACK
__BEAUTY



__GRAY
__PINSTRIPE



__NAVY
__BLUE



__ACID
__LIME



A black and white close-up portrait of a man with a beard and mustache, wearing a white tank top. The lighting is dramatic, with strong shadows on the right side of his face and neck. The background is a plain, light color.

__MISSION

__TO HELP THE ONES WITH AN
ESTABLISHED HISTORY
WITH FUTURE CHALLENGES

__OUR MISSION IS DERIVED FROM
NEEDS OF MODERN MEN WHO NEED
FRESH TAKE ON THEIR OLD
VALUES



--VISION

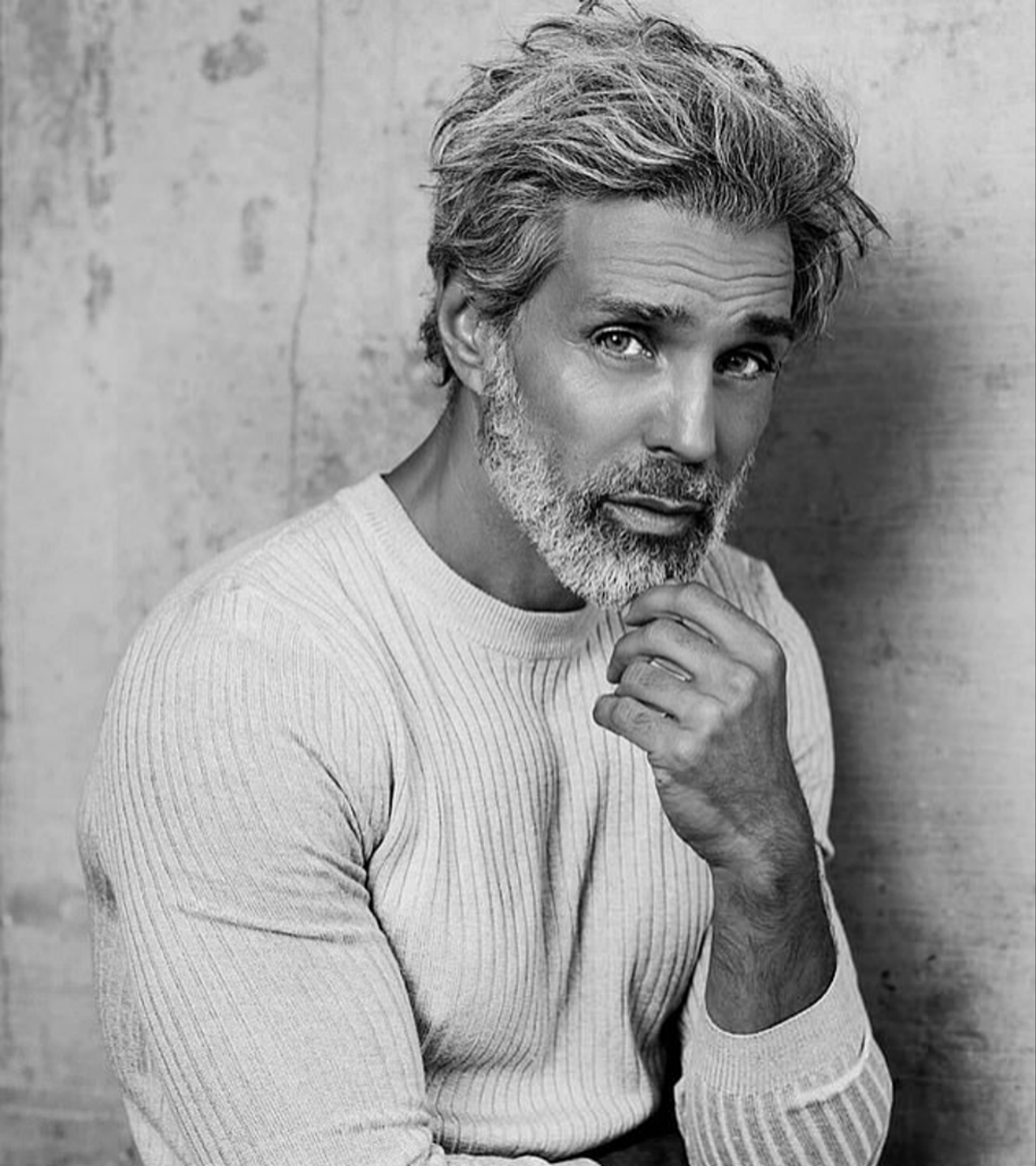
--TO BE AN EQUAL
FORCE IN A WORLD
THAT WORSHIPS A
CULT OF YOUTH



--PACKAGING

__PACKAGING





__ RITES
__ HERE FOR LONG RUN



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