

Skye Dyes Media Kit & Press One-Sheet

This document serves as the official press kit and brand summary for Skye Dyes. It is designed to provide journalists, collaborators, and retail partners with immediate access to the brand's mission, values, and offerings.

1. The Skye Dyes Mission

"Wearable Art with a 15% Impact Mandate."

Skye Dyes is a Santa Barbara-based premium apparel brand that bridges the gap between high-end creative design and radical community transparency. Founded on the belief that fashion should be a vehicle for empathy, the brand operates on a non-negotiable 15% revenue donation model to support national charities focused on education and community growth.

2. Brand Fast Facts

Category	Details
Founder	Skye Ramseyer
Established	2018
Location	Santa Barbara, California
Impact Model	15% of all revenue donated to 4 Rotational Non-Profits (Creativity, Community, Education, Empathy)
Product Standards	US-Sourced premium cotton, handmade "Cosmic Palettes" Tie-Dyes, One of One Wearable Art

3. Core Pillars

- **Education:** Empowering through knowledge and transparent business practices.
- **Empathy:** Designing with the human experience in mind.
- **Community:** Strengthening local and national bonds through shared contribution.
- **Creativity:** Treating every garment as a unique piece of wearable art.

4. Signature Offerings

Premium Apparel

Every piece is hand-dyed in the Santa Barbara studio, ensuring that no two items are ever identical.

- **Signature T-Shirts (\$85):** High-thread count, US-sourced cotton featuring the "Cosmic Palette" technique.
- **Premium Hoodies (\$105):** Heavyweight, luxury-feel garments designed for comfort and longevity.

Experiential Services

Skye Dyes brings the "Dye & Discuss" philosophy to the physical world through interactive sessions.

- **Pop-Up Sessions:** Interactive dyeing demonstrations for local events.
- **Streaming Events:** Showing the process and transparency of workspace.

5. Media Assets & Contact

For high-resolution logos, product photography, and founder headshots, please contact us directly to cater to your direct needs.

Media Contact: officialskyedyes@gmail.com

Website: skyedyes.com