

ORIGINALITY. CREATIVITY. CHARACTER.

A fusion of modern styling and bold American attitude, JOE represents a fashion-forward man with taste and individuality.

Cutting-edge innovation inspired by iconic menswear concepts, along with the perfect mix of design, quality and value, JOE is the next generation of American style.

Features and Benefits

Trendy youthful styling infused with modern details.

Quality materials including HDCA and ultra lightweight stainless steel.

Sporty color blocking and metal accents.

Masculine matte finishes with innovative textures and designs.

Brand Values

Style-Smart, Confident,
Modern, Individual.

Target Consumer

Primary: Men 25-34 years
Secondary: Men 18-24 years.

