



# TRYBE

**BRAND** BOOK

# THE ORIGINS



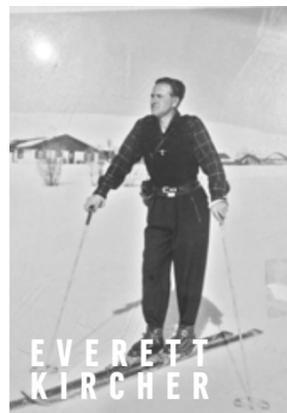
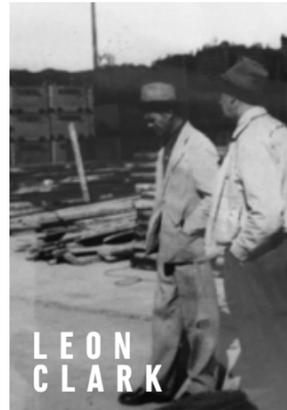
“Then you shall have the mountain forests and since you are such a large, strong tribe you will surely be able to clear it all and live there.”

This biblical quote was sent from a friend to the Clark family matriarch who had just lost her husband in 1989. It was meant to reflect the way the friend saw the family of Frances and Leon Clark. They had 11 children and lived in a large house on acres of lawn and farmland in a town settled by Clark’s ancestors in 1834 called Eagle. The story goes that when the first Clark in Michigan, Jonus, was traveling down the Looking Glass River in search of land to homestead the family cow jumped off the boat and Jonus jumped in to chase him. While chasing the cow he found land he decided to settle. The once forested area was cleared just enough for a farmhouse and some crops. Today, more than 180 years later, that farm is still owned and occupied by descendants of Jonus Clark. It’s a nationally recognized historic landmark. And Clark Farms, once the small farm Jonus started for his family, has become a 10,000 acre

commercial agricultural enterprise run by his descendants and known as Clark Farms.

Jonus Clark’s descendants cleared the land, farmed it and flourished. Later, in 1946, Clark’s descendant Leon Clark founded Clark Construction Company. In that same time frame another entrepreneur, Everett Kircher, who would later become the father-in-law of Molly Clark Kircher, one of Trybe’s founders, also built something special and flourished when he founded Boyne Resorts. Clark Construction is one of the top commercial construction managers in the United States and Boyne Resorts is the second largest ski company in North America. So the settlers, the farmers, the builders and the skiers took risks and worked hard creating an environment that allowed a new generation of children to live lives full of rich experiences, education and new dreams.

**THE NEW GENERATION OF CLARKS IS A TRIBE OF CLOSE-KNIT AND LOVING FAMILY MEMBERS WITH A STRONG SENSE OF COMMUNITY, A BELIEF IN HARD WORK AND FOLLOWING ONES BLISS. IT WAS THIS HISTORY AND THIS FOUNDATION THAT ALLOWED FOR THE START OF A NEW IDEA. THEN...**



Rebecca loved designing clothes from a very early age. She attended Pratt Institute in New York and earned a place on the Presidents Honor List as well as the Pratt Circle Award for Outstanding Academic Achievement.



Rebecca designed and launched collections for many major designers in New York most notably Vera Wang. When it was time for a family, Rebecca and her husband moved home to the Midwest and their daughter Brooklyn was born.

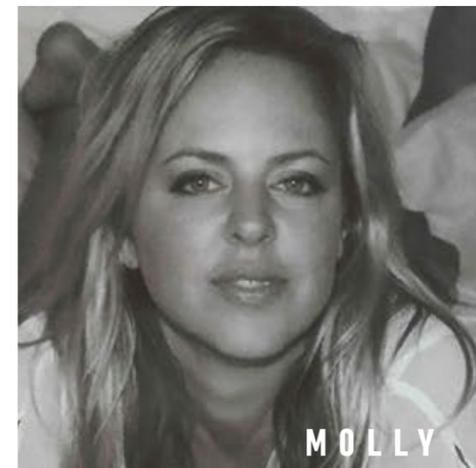
Small town girls and members of the Clark family, Molly Kircher and Rebecca Clark, had lived in the city, had a love for the arts and a desire for a path of their own. Rebecca was already a successful designer in New York City working for top fashion houses including Vera Wang. But she was ready to start her family and move back to the Midwest. Both Rebecca and Molly were raising young children, believed in education and Midwestern values and both wanted to carve out a way to express the culture of a well

traveled, well read, well educated experience of life and living. With lots of inspiration from their own tribe of women in their family from different age groups, backgrounds, occupations and lifestyles they began to pull together the commonalities. Despite their differences they shared a belief in one another, in contributing to the world by sharing their own passions and celebrating each other and never losing focus on what’s important-love, family, community...

*When Molly and Rebecca’s paths crossed these ideas came to life.*

# TRYBE

was born.



Molly, interested in design and decorating since she was a child, spent weekends as the fashion ambassador for the local mall and went on to earn a BA in Theatre from Loyola University Chicago.



At the Clark family’s top ranked commercial construction company Molly served as Marketing Director and eventually took a hiatus to raise her three children with her husband who runs Boyne Resorts, the second largest ski resort company in North America. Eventually Molly was named Senior Vice President of Brand Development for Boyne Resorts and gave birth to a fourth child.



**100%  
AMERICAN  
MADE  
BEAUTY**

# OUR STORY

While spending time together at countless family gatherings (the Clark family is a very large and close family of nearly 120 people) Molly and Rebecca talked about the idea of creating a clothing line of their own and thought about their family members for inspiration. The women in the family represented so many ages and lifestyles but there was a commonality. There was something modern and real about the group. They supported and celebrated one another; they were confident; they took care of their style; they were living life in a meaningful way and in a way that seemed easy and natural. What kind of a clothing line could reflect that sensibility and that kind of woman?

---

*the answer was TRYBE.*

---

Trybe launched in 2012 with a Fall collection using a simple but sophisticated palette of neutral fabrics grounded in classic silhouettes. Any woman in the Clark family could wear it and shine. Rebecca's history in the fashion industry and success developing, designing and managing major labels in New York gave the duo a leg up in getting their collection seen by showrooms in the city. Her most recent project, Simply Vera, for Vera Wang was grossing

---

*the plan: new york and the big world of fashion.*

---

\$200 Million a year as a private label for a national retailer. Longtime fashion industry marketing director Gordon Pennington (former Marketing Director for Tommy Hilfiger) took an interest in the line and set up meetings in New York with industry players like Fern Mallis, the founder of the now famous New York Fashion Week events. Meetings with top showrooms and public relations firms followed.

The label was reviewed by major department stores and considered for private label work by several catalog companies. Rebecca had a contact waiting in Hong Kong to handle production and discussions on invoice based financing for production began. And the duo traveled. Most of the travel was to New York. A successful bid to showcase the new line at Coterie, the international fashion exhibition; meetings with production facilities and department



store buyers; photo shoots and showroom meetings and exclusive designs for big buyers all created an endless stream of reasons to be someplace other than home. Trybe's early photos were shot in New York and the first shoot was with Pieter Henket, a young Dutch photographer and friend of Rebecca's. Pieter had already worked with Angelica Houston, Sir Ben Kingsley, William Hurt and pop phenomenon Lady Gaga. Henket shot Lady Gaga's debut album cover and the iconic image was included in the American Woman exhibition at the Metropolitan Museum of Art in New York. He was a rising star in the world of glamour photography. And

well known stylist to stars Scarlett Johansen, the Olsen twins and others, Annabelle Tollman, styled the second New York shoot not long before her untimely death at the young age of 39. The outcome of all of the effort and the whirlwind of activity was an enviable first year of sales for the brand new label and a series of important first meetings with big buyers. However the high pressure and fast pace took a toll. Keeping up with the fashion calendar was a major push for the small newcomers. Developing, designing, producing, photographing and selling six new collections a year left little time to consider the bigger picture. And while New York

showrooms were great for building sales and getting exposure, the sometimes aggressive New York attitude can be stressful on personal connections. When one showroom relationship unraveled, one production facility failed to deliver a quality product and one major buyer failed to pay for a delivery of a large order, the stress caught up and forced Molly and Rebecca to regroup.

## TRYBE NOW

After a vision session or two, a new path for the fledgling company became clear. It was time to go back to the roots and remember what Trybe was supposed to be about. Trybe converted its fashion calendar to two seasons of collections, Fall/Winter and Spring/Summer, allowing more time to thoughtfully design, plan and present clothing that expressed the brand. As fabric and fit issues were addressed so were production issues and the whole discussion of producing clothing overseas was over. Molly and Rebecca would be home and so would Trybe. Trybe was a label that needed to be made in the United States and no matter how much growth they might be fortunate enough to have, it was decided that Trybe would always be made in the USA.

---

*TRYBE is about good design & it fits best in stores that care about that.*

---

Rebecca's extensive experience in design make the quality and look of the Trybe collection attractive to retailers focused on good, clean, modern design and comfortable flattering silhouettes with enough sophistication to appeal to a wide group of women. Trybe's customers are selective about what they offer in their stores and are looking for lines that offer simple, wearable, soft looks that are both natural and polished. Rather than approaching the fashion world as a mass market commodity, the real fun for Molly and Rebecca is in finding retailers and customers and other brands who share their vision for great design with a modern feel, presented in a beautiful way and made right here in America.



Gordon Pennington & Fern Mallis, NY



Andrew Eagan, Adam Franzino & Annabelle Tollman, NY



Pieter Henket, NY

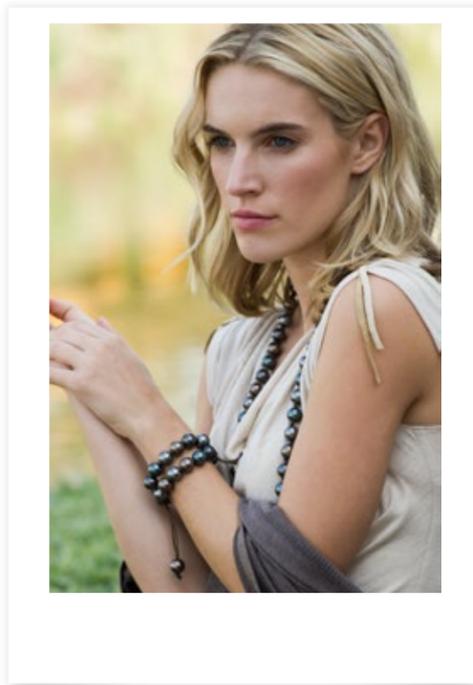




*natural*

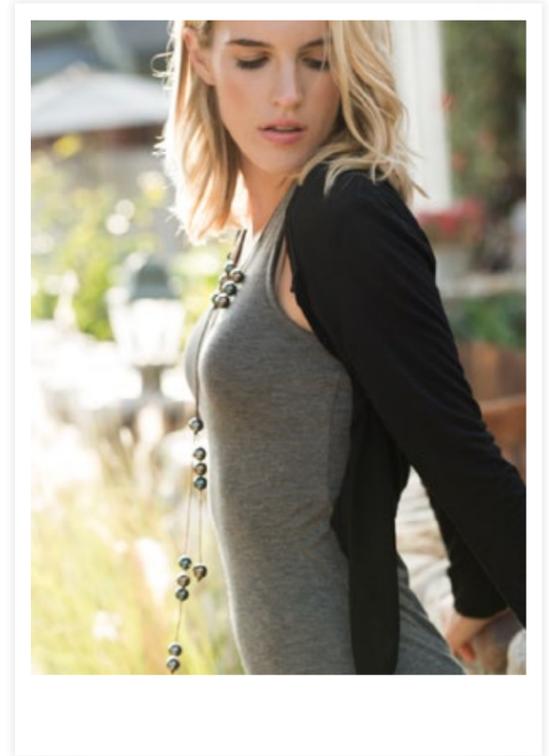


polished



### TRYBE PEARLS

Using genuine leather and Swarovski pearls from Austria and The Czech Republic, Trybe brings about a look that signals the natural world in it's most beautiful and simple state. Layered for a Bohemian beachy look or worn alone for a simple, refined and Earthy style, these pieces wind up on everyone's favorites list and pair perfectly with the understated, neutral style of Trybe. Start your collection today.



“

*The privilege of a lifetime is being who you are.*

- JOSEPH CAMPBELL



JOIN OUR  
**TRYBE**

KATHERINE TARACHAS | [KATIE@TRYBEUSA.COM](mailto:KATIE@TRYBEUSA.COM)

[TRYBE.CO](http://TRYBE.CO) | [FACEBOOK.COM/TRYBECLOTHING](https://FACEBOOK.COM/TRYBECLOTHING)

AMERICAN MADE BEAUTY