

ZOE KILTI

# PRESS KIT

---

## FOR IMMEDIATE RELEASE

Press Contact: hello@zoekilti.com · Boston, MA · Est. 2025

## DROP 01: RASANB LA

### RASANB LA

*"The Gathering"*

Tagline: Wear Your Roots.

Drop Date: July 16, 2026

**Drop Size: 200 pieces. No restock. Ever.**

**Oversized Tee — \$42** 220gsm cotton · Boxy · Loko Vèvè on back

**Heavyweight Hoodie — \$92** 420gsm French terry · Simbi band on back

**Crewneck Sweatshirt — \$60** 340gsm fleece · "RASANBLE" chest · Thumbhole cuffs

---

## ABOUT THE FOUNDER

### [Founder Name] — Founder & Creative Director

Born in Haiti and raised in the Boston diaspora, ZOE KILTI's founder built the brand to translate Haitian cultural pride into wearable streetwear — premium, limited, none-of-it mass-produced. Every drop is a gathering: a single moment when the diaspora and the culture wear the same thing at the same time.

---

## VÈVÈ VISUAL SYSTEM

Adapted from Haitian sacred geometry. Two symbols: Loko (Crossroads) + Simbi (Water Spirit).

' % i

Loko Mask Vèvè — Crossroads · diaspora · return · home

0 0 # 0 0

Simbi Water Spirit Vèvè — Transformation · cultural depth

---

ZOE KILTI

— WEAR YOUR ROOTS. —

zoe-kilti.polsia.app · hello@zoekilti.com · Boston, MA · Est. 2025