





HUMBLE BEGINNINGS

RICHER POORER WAS BORN FROM HUMBLE BEGINNINGS
TO ELEVATE ORDINARY OBJECTS. WE BELIEVE THAT DESIGN, COLOR
AND UTILITY CAN IMPROVE YOUR DAILY OUTLOOK, THAT CALIFORNIA ROOTS
CAN GROW EFFORTLESS STYLE, AND THAT STAYING HUNGRY AND
RESOURCEFUL KEEPS US NIMBLE ON OUR FEET.



Humble
Beginnings
Make
Great Stories





A man and a woman are sitting on a large, weathered log on a beach. The man, on the left, is wearing a brown baseball cap, a brown jacket, and blue sneakers. He is looking towards the woman. The woman, on the right, is wearing a striped shirt, denim shorts, and red shoes with pink socks. She is laughing and looking up at the man. The background is a blurred view of the ocean waves. The text 'CALIFORNIA born' is overlaid on the right side of the image.

CALIFORNIA
born



CALIFORNIA IS THE BIRTHPLACE OF COOL.
WE HONOR OUR ROOTS.
WE ARE DRIVEN BY LIFESTYLE, NOT FADS.
AUTHENTIC STYLE EVOLVES, AS DO CUSTOMERS.
WE INSPIRE THEIR INDIVIDUALITY.



ELEVATE
Everyday





WE PUT THOUGHT INTO EVERY OPPORTUNITY.
WE RECOGNIZE THE VALUE OF ORDINARY OBJECTS.
WE SHARE A LOVE FOR CREATIVITY WITH OUR CUSTOMERS.



Honest Hustle





BORN FROM HONEST IDEAS;
BUILT WITH HARD WORK.
WE LEARN, GROW, AND KICK
ASS BY TAKING RISKS AND
MAKING COOL SHIT.
FIND YOUR PASSION,
PUT YOUR HEART INTO IT.







RICHER POORER INC.

DESIGNED IN CALIFORNIA

Quality Cotton



RICHER POORER INC.

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