

SXTC-DYADICA Global Builds World's Leading Niche FEAR-NONE Motorcycle Gear Brand With 850 New Products

SXTC-DYADICA Global Builds One Of World's Most Powerful Disrupting Motorcycle Gear Brands—From Scratch adding \$120M Brand Equity That Disrupted an Industry



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/EINPresswire.com/ -- In what is being called one of the largest brand-building projects ever undertaken by any brand consultancy or agency, anywhere, SXTC-DYADICA Global has successfully created FEAR-NONE, a now iconic and innovation force in the American motorcycle gear and apparel industry. Competing head-to-head with legendary brands like Harley-Davidson, Indian, Affliction, Levi's, and Guess Jeans, this project was considered at its inception an impossible challenge—until now.

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Esteban Jaworski, Director

Starting from nothing just an idea an 8 products, SXTC-DYADICA Global Brand Consulting engineered every aspect of FEAR-NONE's identity, strategy, ground-breaking design & creative, and execution, resulting in an industry-defining, marketing leading NEXTGEN brand generating \$120 million in brand equity and an unprecedented global following in record time.

From Zero to an iconic American Hero

The FEAR-NONE project was a full-scale brand creation and market disruption initiative, covering:

- Brand Identity & Strategy – Defining a unique, rebellious American motorcycle culture brand identity and brand from the ground up.
- Creative, Design, Style & Visual Identity – Delivering over 9,000 brand assets, from logo(s) to

print ads and posters, original communications and content, to websites and online retail stores, to packaging to branded BAM environments, commercials, and point-of-purchase displays.

□ Product Innovation – Developing over 850 original retail products across 39 collections, with 5,500+ product concepts generated.

□ Omnichannel Retail & Digital Presence – Launching a powerful eCommerce platform with 25,000+ SKUs, and establishing a premium online retail experience.

□ Massive Social Media Growth – Building a hyper-loyal global audience of 200,000+ highly engaged followers with a 98% loyalty factor.

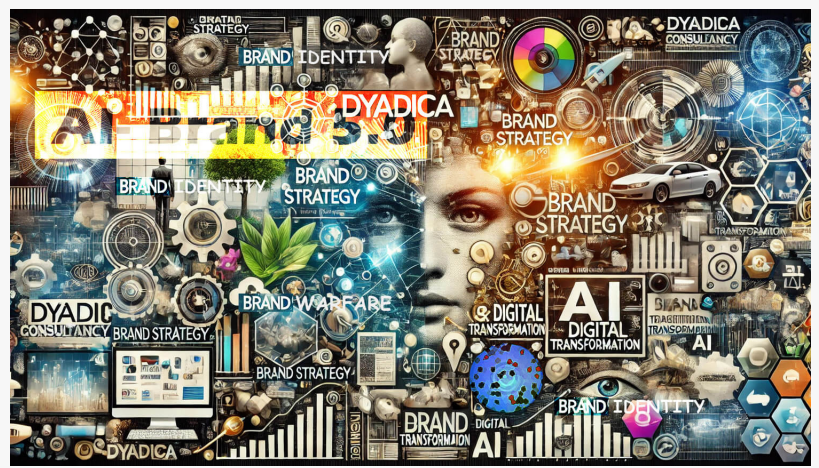
□ Global Marketing Domination – Implementing a multilingual, multinational 360° marketing strategy across traditional and digital platforms, including filmed media campaigns, print ads, OOH, and direct-to-consumer activations.

A Record-Breaking Brand Performance

FEAR-NONE's market entry and growth have shattered industry benchmarks in:

- Brand preference & loyalty
- Sales velocity & retail impact
- Brand power & cultural influence
- Equity growth & valuation

"This was a project unlike anything ever attempted in brand creation," said Esteban Jaworski Global Brand Director at SXTC-DYADICA Global. "We took a simple idea and turned it into a globally recognized, ground-breaking, category-dominating American icon brand—at a scale no agency has ever achieved before."



DYADICA & Co Global Consulting



FEAR-NONE motorcycle clothing's American Legends Campaign



Fear-NONE Motorcycle Gear Brings A Bright Spot To The City With Its Iconic American-Made Motorcycle Clothing

SXTC-DYADICA Global is a world-renowned brand consultancy specializing in brand and marketing strategy, full-scale brand engineering, marketing strategy, and creative execution. With over 3 decades of proven track record of launching and scaling disruptive brands across industries, SXTC-DYADICA Global continues to set new benchmarks in branding, innovation, and market domination.

DYADICA has grown to over 5000 client engagements across hundreds of clients (including start-ups, SME, Fortune 100, and nation brands) around the globe (North America, Asia and the EMEA). DYADICA also has decades of industry-leading brand ideation via books, white papers, and articles changing the way brands think and operate with its works and constructs published in some of the world's best-known journals and newspapers, books, as well as taught in leading business schools and agency training programs globally. www.dyadica.co

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