

Teen Siblings Launch D1: hustle, a Bold Streetwear Brand for Young Athletes with a Relentless Mindset

Blending premium streetwear with the spirit of athletic perseverance, D1: hustle empowers a new generation to wear their grind both on and off the court.

LOS ANGELES, CA, UNITED STATES, November 1, 2025 /EINPresswire.com/ -- In a world where grit

“

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Dakota Bright

often separates dreams from reality, teenage siblings Ashton Bright (14) and Dakota Bright (19) are stepping into the arena—not just as athletes, but as entrepreneurs—with the launch of their new streetwear brand, D1: hustle. Designed by young athletes, for young athletes, the brand is a tribute to the hustle, heart, and hunger of every competitor chasing a Division 1 dream.

With bold messaging and raw authenticity, D1: hustle isn't just clothing—it's a mindset. The brand's tagline, “Wear Your Grind,” serves as a daily reminder that greatness is earned in the dark, early hours of practice, in the lonely reps, and in the sacrifices made when no one's watching.

“Most people only see the highlight reels,” said Ashton Bright, co-founder and aspiring Division 1 basketball player. “But this brand is for the athletes grinding behind the scenes. It's for the ones doing hill sprints at 6 a.m. and putting in reps before school every morning. We want to give them something that represents that work ethic.”

Ashton and Dakota grew up in a family that championed both sports and self-discipline. Inspired by their own training journeys and the relentless pursuit of athletic excellence, the duo created D1: hustle, a brand that blends premium streetwear aesthetics with motivational mantras.

“We're not just selling hoodies or tees,” said Dakota Bright, former aerial artist, rising musician, and creative force behind the brand. “We're building a movement. Every piece we drop is rooted in the mindset of owning your outcomes and pushing past limits. Whether it's in sports or in music, the grind never stops. Because if you're going to dream big, you better hustle even bigger.”

The brand is powered by favorite quotes like:

"Greatness only comes before hustle in the dictionary."

"Feed your focus. Starve your distractions."

"You can't have a million-dollar dream with a minimum-wage work ethic."

"Own your outcomes."

D1: hustle aims to inspire and outfit the future stars of high school, college, and pro sports—starting from the ground up. Whether it's on the field, court, track, or in the weight room, the brand encourages athletes to wear their mindset, wear their mission, and wear their grind.

Follow the Movement

Instagram: @d1_hustle_ Website: www.d1hustle.com

#WearYourGrind #ItsAMindset #JoinTheMovement

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Co-founders Ashton Bright (L) and Dakota Bright (R)

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