

## VeeFriends '22 Winter Collection!

Chat We are alive Amazing good afternoon Everybody Hope everybody's well I'm looking at the chat I'm looking at me and Ben from be friends but first I want to interact with the people on the chat and here we go Eve Z Great to see you Jessica V Uh Thank you for being here Arana Uh My comments are not screaming We're probably getting too many food scales There we go Sasha Marie Great to see you Justin What platforms are we on right now Facebook linkedin youtube and Twitter Love it And what about Instagram No no cool I'll do something with that I know what to do Instagram No no no worries I will do something with that Ben may please say hello real quick Hello V Friends This is May director of Community Strategy here at V Friends Hi this is Ben head of merchandizing and collaborations for E Friends So Ben let's start with you real quick actually Uh just to go into a team what I plan on doing everybody uh who's on is we are going to actually I'm gonna go on Instagram real quick Ben why don't you talk a little bit about your fashion background for one second because I just want to get everybody on Instagram noted on this Sure Yeah Um I worked with Gary for five years now but I've worked in the apparel industry for 15 years everything from the marketing and brand strategy side to licensing to production and design And um like I said I came over and uh started working with Gary about five years ago but in the last year uh when the friends really got popping him and he asked me to come over and oversee all of the all of the apparel Well everybody who's watching right now and joining first I'm going on Instagram right now to tell everybody that we're live Um Couple of things One the new Winter collection of VS Swag has launched May is uh modeling May is modeling the patient panda hoodie Uh I just put it on Instagram uh a post about it The the uh oh very nice thing uh Dustin if you could put up the URL to the shop uh I plan on giving away a couple of pieces uh during this session on Twitter So if you have a Twitter account everybody on Instagram I'm live on uh youtube right now linkedin Facebook and youtube So please go check it out Uh What what's good I'm gonna sign off but I wanted you all to know we're live right now on those platforms And so we just dropped a new collection of uh the friends and um I'm uh I'm excited about it so I'm signing off but I just want to come in here and say what's good What's good Please come and check us live We're not live on Twitter right Um Dustin but we are Oh we are sorry and Twitter everyone and I'm gonna give away a few pieces on Twitter Also check my

latest Instagram post and the URL to the shop is in the bio I'll see you on youtube or Twitter somewhere See you later All right off Instagram Now back to everybody here I want to look at the comments Crystal F with the fire Jessica V likes it Jeff P on linkedin Um I wanna talk about the attributes Ben When we do launches we do the evergreen stuff and then we and then we focus on certain characters May is rocking the patient panda But what I'm really focusing on is the traits right So that's the evergreen stuff And then I'm really what I want to talk about here and Dustin are we able to get one or two people to ask a question about patience or selflessness Can you make that work I could uh highlight their comment but getting them onto the stream will be a little we'll we'll highlight the comment I like that So Ben which which traits did we decide to focus on this patient Um Selfless competitive uh grateful and authentic We're the we're the five and of course we're always like looking to pick five different characters five different designs every season So patients which I talk a lot about competitiveness which I'm starting to talk a lot about selflessness which I touch on but might be a good thing for a lot of people here Uh to think about what are the other two My friend I apologize Authentic And the anaconda authenticity Right So gratitude Yeah the grateful one the grateful gu is the hoodie I've been rocking for a little while So everybody those are the uh the um the traits we focused on You're seeing two of them here visually Um I think we have a lot of other people rocking uh some of them as well right Yeah for sure And G on the on the patient panda um that is your actual handwriting like that's your hands style from what you you made me do it exactly Um So we because we talk about patients so much we definitely wanted to ensure that it definitely had a very very real tie to you And then Richie Richie Hustles Big love to you on youtube TJ Anderson Great to see you There's the self list As you know I've been traveling the last two days has been fairly off the grid I noticed this morning for a quick second as I was driving to the L A office that those without the hoodies it says T on the web on shop be friends dot com Is that right Like like to me that makes me think T shirt But is that the official terminology Yeah there's a there's a long sleeve t-shirt like and then an actual short sleeve t-shirt Yeah Like this I saw this right Like the selfless bright long T shirt It's a T ok It's lighter It's not like uh it's not like this T or whack thing that I'm wearing like a a material it's T shirt material Just a long sleeve Yeah And that one Yeah So that one selfless design is like obviously a really special one because it came right from how you always talk about selflessness about being like focusing on yourself first and then when you're

in a good place that allows you to be self selfless right Sorry I'm trying to make sure you can see it but like right if you focus on yourself first and then and then you're able to focus on others afterwards once you if you if you if you don't demonize being selfish and you realize that you have to be happy and in a good place like the only reason I'm able to be selfless is I'm good Most of the people that I interact with which you know are friends and family that I know deepest the ones that are incapable of generosity emotionally are the ones who aren't good And so for me there was something along the way that made it obvious to me I'm like oh I've got to be good before I can help anyone And like so much of what I see manifesting in the world is someone not being in a good spot and then thus lashing out And so yeah I'm very I'm very passionate about being selfless However selfish sounds like a really bad thing in our world But I actually think it we need to and there's listen I view it as more of you know I use it as slang It's really being content and at peace But yeah I'm I'm very into this selfless sloth like in you know like I just think um I just I really like that combo and I'm really happy about it Yeah And I I feel like a lot of people in the V friends community are super selfless Like we see a lot of people giving a lot to the community members and making a lot of friends But really like when it comes down to it you really have to take care of yourself first So I feel like the little blurriness that it shows here is like super on Yeah it's much more clear on the website than it is here but I see it like it's really rad Um OK what else do we have I want to show people more stuff and then I really want to ask questions by the way for Dustin who's on here right now please in the comments Crystal Groves Good to see you Joanne M Jermaine Jay If you have any questions please put hashtag question first Like if Adam Maguire right now on Adam M or Brian Reed if you have a question of any kind put hashtag question and then ask your question My preference is that they be around some of the themes we're talking about here Uh And then we're gonna do a Twitter thing at the end where I'm gonna give away some of the stuff What we're talking about here if you're just joining us is the new Winter collection of Vriend swag has hit the market It is available at shop dot V friends dot com Ben May what do you got to show us next Well before we go there I saw Kelly had a comment and she said May how does it fit I'm 54 and I'm wearing medium right now It's very cozy Feels really good on the body Um I like it a lot Ben this was something I saw in the chat They said if the hoodie is hard like cardboard I'm gonna come to your office Gary and return it to you personally And I laughed and said me too Um You know I

yelled at Ben and said the last set was too you know rough on me I like softy soft Can you explain to people from a technical standpoint of them Common English for the people that bought the last set What the softness factor is compared to the last one And and and you're right we definitely heard I heard you loud and clear in the community loud and clear And if you look at the actual not to get too much into the details but if you look at the makeup of the material the first launch was 100% cotton and a really heavyweight sort of um rough cotton like it was and then these now are 80% cotton 20% polyester So it's a bit of a lighter feel and also the polyester gives it like the softer touch that you're looking for So um I I we did hear you all loud and clear and you should notice a significant difference when you wear it Adam Ris what are your thoughts without being a don't be bullshit here Like do you like hard because you're cool like Ben and you're all fucking you're a hype beast and you like that or are you a little bit more soft and not cool Like me and you like that You're a competitive clown hoodie here is soft and cozy and you're good Yeah I I like the style um a lot softer feels like you can like go to sleep in it more than the last one And uh I want to describe myself as a as a soft one but I enjoy I enjoy the quality a lot more It feels a lot more comfy Well you're soft Like if I punched you in the stomach hardly You did it with the jet ski and I took it pretty well That's true And I actually actually to give you a ton of compliments I love the way you play basketball And so I would actually argue You're right You're not soft and I find you very competitive And so when I saw you just roll up modeling clearly for the first time in your life Uh I'm excited to see that you're the competitive clown This is my first show Proud to be did And uh the competitive clown turns your phone upside down like that That's good Um Then talk to me about the sizing I saw a lot of people talking about that A lot of people are gonna go right now And uh and you know here's a question about do we carry Biggins and all sizes Talk a little bit about that But then also I've been rocking the grateful gar because you know back to like literally I've worn the Grateful Gar sample more than I bought the last collection combined because it is soft But you got me a medium and the sleeves do go kind of the cool Ah There it is Why do why don't we allow her to say hello to the V friends community Good Hi guys How are you I'm Mia Spencer I do cultural engagement Management at V Friends So like I don't know if you rock this size Like do you find this goes a little large Because for me the medium hoodie it goes like I actually I'm gonna buy a small Ben because I want to see how it fits on me Is this rocking a little bit like talk to us about it Yeah It's a it's a little oversized like that's the

the look and feel However the first drop right in September was like a little more boxy this and you'll see it You yeah like there's still a bit of a drop shoulder Like it's not uh technically a drop shoulder but it is a little like oversized fit but it's coming in a little bit in terms of the the width and like come a little longer So there's a little more length and everything and a little less width So it isn't like And by the way in the comments I'm reading right now like you and like you guys are cool Like people want the oversize No but honestly let's call it what it is you are And so like people do want the oversize I just don't 100% and and g it's not like we lost the oversight It is still oversized but the the every drop we're gonna get somebody like me who's normally medium and went to here like I might win with a small right You'll be fine small will be fitted Right So if it's like yeah you should buy your true to size If you want a little oversized if you want fitted you could size down for sure So we have double XL I saw some people ask him we're up to double XL Right Yes And small is small by like let's talk normal English because some people want it Yeah So did did did you ask something You I ask small how should they consider it And then R J's got a question that I'll that I don't know if you can see but uh Dustin will give it to you Like I I would say everything is a little baggier like a little more oversized than true to size So if you if you know P A Explorer says these prices are absurd honestly in the discord So I want to address that from your perspective you know I give you a lot of creative freedom you know you're playing a little bit more to that hype beast crowd that super premium fashion set When you see the comments on Twitter or in the discord these prices are absurd You know do you feel like you know I mentioned to everybody I was gonna talk to you on Friday Saturday or Sunday or Monday Do you think you need something more in the forties Kind of like that champion kind of like that style Like like explain to people why something like this could be a Hondo for a hoodie like that Like what are what are you trying to accomplish or what do you know about the fashion industry that might make someone there I would I would say two things you like uh like obviously everything has a price and the better quality it gets the more the price goes up Right Um we're also at a spot where we're not making tens of thousands of every design right There's special pieces um that affects the price right But overall I would say we're not taking blank hoodies existing t-shirts and just printing graphics on them These are our own fabric it's our own construction our own fit We're like trying to get the exact feel that you all want There's heavy like high high detail clean embroideries on these pieces We don't even call these pieces as

you know we don't even call it merch right Like these are like apparel pieces that aren't made to be disposable This is in fast fashion Like you always talk about patients in the long game and everything We're making pieces that have to match your lifestyle These things need to last in the long term So it's a quality play right These are high quality pieces that we're all developing from scratch Like I said our own colors our own fabric that plays into the cost Um uh again like people that know the apparel industry there's like all types of inexpensive blanks like Gilden blanks are called or whatever Um All style blanks We're not doing any of that right These are all our own thumb scratch pieces and the price matches the quality I would actually say this Uh like I said I worked in a girl for 15 years if I was at a different company and we were making apparel at this quality level and paying the prices that we're paying to make these pieces The the end price of the customer the retail price would be way higher And I even talk about that You're saying the price should be lower and keeping it lower for the community because you want it more accessible I got just give you your flowers on that No no but I to your point like I think for you know like the buying power of something like you know and essentials is gonna allow them to have margin that's greater than ours even at a higher price point I understand But I just want to make sure people can hear you know and also too like everyone sees what's going on in the world prices of fabric shipping and and to the point of the people saying this is expensive There's a recession but the supply chain and the cost of goods are through the roof And that's why anybody watching right now the last thing on fucking earth that I'm interested in is anybody purchasing one of these If this stretches them do not do that All right let's go Let's talk about gratitude How do the two How do Yes sir So I was just I'm gonna ask how the two of you both of you will be ready Think about gratitude but go ahead finish your final thought Just the last thing on it is like also in this offer you gave 555 of these t away like that also like plays into like the value of people are purchasing And the last thing I would say I encourage anybody by the way that's that's done for anybody who's watching When we promoted this earlier this morning the 1st 555 orders got that t-shirt that I was wearing for free We we've eclipsed that So I just wanna make sure um that nobody acts on that Keep going brother and just pricing wise I encourage anyone like you don't have to take my word for it Look at the market go to the Supreme Cen Palace kit Like look at what hoodies that are this quality and have this much thought and consideration put into them Like are going from the market You can't find an embroidered hood this quality on any of those Go to kit

Supreme go to those and and the reason those things are more expensive is they are so cool that people buy them to flex You know our brand is not there yet but on the flip side to me What I'm excited about is rocking something that says grateful or selfless is like the thing that really is exciting to me You know what I mean You know those those brands have earned that So that that I just wanted to answer that question that's popped up a little bit Let's move on to the essence of what's going on here A couple of things One talk to me about grateful When you when you two hear that ladies first what do you think about It's a um appreciation of like being thankful for all the things in your life and like the great parts of your life So I thought this is like are you are you are you able to do that Neil Like is or are you like 99% of the 8 billion people on earth that you you're more capable of seeing what's not going as well as you want versus breaking things down to simplicity and being like I'm grateful for what like on some real shit I like to be honest Of course like as soon as something happens I'm definitely thinking in a negative sense and then once I start to think it out I start to become grateful and think about like at least I have this instead of thinking about what you don't have I start to think about what I do you know I get it Um So what about for you Ben just that like when we were designing this in So we were thinking you talk about like people ask you how do you have this energy all the time Right And how where does all your energy come from And you always talk about gratitude and gratitude for the health of the pe the people in your life and your relationship and time with the the important people in your life right And we actually built this out where the flower that's on it Like that's going through the grateful that I'm kind of I forget the name of is a flower that you often give to people to symbolize gratitude for them So like all there's all these sort of like meanings that we like extracting from the things that you've talked about over the years and like building them into the product And so I gotta figure out I can't remember what the name of the flowers but this is a flower that you give to loved ones or people that you have uh gratitude for And because you always talk so much about your energy coming from being so grateful for the people in your life That's how this this graphic came to be And I know you know that just Yeah I I love that Thank you Neil Let's let's what do we have any other pieces to show Let's go back to competitive real quick Yeah I just wanna I wanna know to rips and to you what competitive means to you guys grips is he's coming quickly Um it's funny I just um for me it's a constantly like the idea of just like trying to get better I'm often like looking at like what I'm doing and what I'm working on

I'm just like the typical sort of like competition with yourself knowing what you want to achieve and what you want to accomplish and focusing on those things I feel like if you're if you're competitive when you're younger you don't have you're not as sensitive or as uh vulnerable when you're older So I like your sayings of no way to play trophies Kids learn when they're young to lose Um And it also kind of instills more ambition and motivation in people growing up So I was always pretty competitive Um I think that it's funny that the clown is competitive because people don't really associate as like a like I don't know sometimes a little creepy but they're never like aggressive or competitive Well it's so funny I actually you you want me to give you alpha to why the competitive trait is the clown need it need it The competitive clown is the competitive clown because I find competition and clowns to be very similar in culture which is they have very opposite reactions pretty aggressive There are people who are fucking petrified of clowns and there are millions who adore them and they bring them So much joy in their youth right Competitiveness There are so many people in the last 3040 years who've tried to demonize it and take away trophies and this that and the other thing And meanwhile there are so many people that view it as the core thing that brings them happiness And so like we've demonized competition but there's many parts of the world that think it's profoundly important And so they both are actually going down the same path when in reality it's right down the middle Like you know like you you don't need to be scared of clowns like it's gonna be OK and like it's OK to be competitive But of course if you're like so competitive that you're like physically abusing people after you lose to them which goes from my mind when I lose stuff you know like I wanna fight you know like you know that's that's unacceptable But being competitive is an incredible driver to a lot of people's happiness So I think competition and being well black father that's deep My guy I I will tell you the most fun part for me about the friends right now is how few people including my team including Andy and let alone these 2 may let alone like my most inner circle have no idea how um how deep these things have been thought through Like grateful gar I would I would say great gratefulness is my is my fuel and like the Gar is an animal that you know like literally is Gary without the Y and so like when I was like pairing it up I'm like this is important Like so there's a lot more thought and wait till we start doing the children's books and the cartoons and the movies There's so much conversation We're like I will say it again for the 97,000 time This is what I'm gonna do for the rest of my life And we're going to really incredibly



uh enjoy the process of creating these characters And I think the competitive clown is gonna help a lot of parents and kids in the 20 thirties to 20 forties to 20 fifties And so it's exciting to be in these early journeys where you know when I started wine library TV I don't think people understood what that was gonna mean for me in the wine business or in my life when I was you know an early user of social media in 2006 I don't think people understood like what that actually meant when I started being on media Nobody understood that I was going to change the entire advertising industry Um And so I feel the same way about be friends It's exciting for me All right let's show something else and I'm about to give away some of the pieces for free on shop at V friends dot com The way you're gonna do that is you're gonna tweet out your favorite piece on shop dot V friends dot com So get ready for that That'll be coming up shortly Um Let me just see my schedule here because I know I'm not in the meeting you know I'll be good coming up shortly Um And so you know you're gonna tweet out to me Hey Gary B uh Dustin start getting this ready Hey Gary B you don't have to put it yet Hey at Gary B this is my favorite piece and then link your favorite piece on um shop dot be friends dot com So be ready for that because after we hang up here I'm gonna go to Twitter right away after I'm gonna close with it then I'll probably hang on for five more minutes Then I'll give you 10 minutes after and I'm gonna pick 7 10 people five people whatever I have in between two meetings and give away uh a bunch of pieces So that'll be coming up But let's put back the Yeah you have that on hand Good that we'll bring that back up Let's put this because I want people to check it out Let's see the next piece Perfect You're fine Claire Come on in This is Claire This is a little delayed on there Go ahead and introduce yourself So I'm a cultural engagement manager at the friends Look at that authentic anaconda Um So this is a little delay over here G No no I'm I'm I'm actually responding to P A I'm responding to P A Explorer in Discord because I appreciate P A Explorer Um And uh I'm just letting you set up the piece so go ahead for sure Um Just going back to like us you know listening to the community and seeing feedback from the community and everything right Um In the first in the spring drop we had we had the genuine giraffe where it's a genuine it had the giraffe print in the graphic And um we got a really really great response to that We're thinking in this collection like how could we do something similar and keep that energy going Because the community had said they liked it so much So we extended it here to the authentic graphic with just like the print of the anaconda within the graphic and it's all embroidered and um I know

it's hard to see on the screen but it came out really really clean Yeah The the uh this one is pretty fucking fresh Like I like back to like when I think about where I'm what I'm gonna rock like you know it's kind of fun you know Fortnite shows has a few designs seem off you know this is what's so fun about fashion to me We just spent the 1st 15 minutes on this You cool kids like oversized I lived that life in the nineties everything was oversized I used to wear jeans that I could fit my friends in like and like now I want like soft and fitted That's where I'm at But you know back to like reading all the comments It's fun to see like which ones really rock for people But ironically this authentic line the authentic Anaconda has gotten probably the most positive feedback from what I've been consuming in the last hour Like it seems like it's really hit So talk to me about authenticity You two go ahead So for me the virtues of authenticity are just staying true to yourself and staying true to others and also just not letting external influences disrupt your peace and your sense of self and individuality I love that I love that too I feel the same ng is sick that like everyone that's coming on like had their option of picking what they wanted to wear and this is what that's Claire chose this Uh oh Is that right Yeah exactly So everyone's like wearing like based on like the trait that like jumped up Claire knowing how cool you are Like like if I comfort I never even wanna be around you because you're that cool Like are you rocking the authentic because of the word or because the camo thing is so fucking flex So many people are talking about the camo ish part of the snake in the authentic Um Is it more what the word means to you or do you just like from a aesthetic standpoint you're like I like this because it's got that black camo thing that is you know kind of flexing for a lot of people I think definitely a mix of both It initially caught my eye because camo is one of my favorite prints uh and styles So I really liked it visually but also the word uh authentic really resonates with me as well and just trying to stay true to my own vision like with whatever project I'm working on I love that Then how about you You were forced to wear that shirt because you were excited about the 1st 555 orders like that was is that where you kind of wear more Um Yeah I just is that is that is D Rock in there I know you laugh D Rock What are you wearing Probably something completely like oh come on Oh Thanks Claire Um Thanks uh D Rock I literally didn't like I didn't know you were there and literally you laugh like it's so funny that my mom and dad do all the time So did you also equally get to choose something or you did You were you were allowed I was OK And so break it down I love patience I've been working with you in eight years I'm ambitious as fuck But we are you

know building slowly and I think that a lot of your audience especially the people that have been with you for a long time realize where you came from and kind of how you've been able to build your brand over the last 1215 years And I think is a very important lesson that a lot of people need to learn I I myself had to learn it Uh And I learned that working with you a lot you know is it something you still struggle with You shared something so publicly like kind of like the other day on social And I was like I was wondering if it was patience or more enjoyment Like where where do you sit on naturally being good at it versus working on it I think I'm naturally good at hey like long term I think I have a good ending of time I just sometimes you know like I am bad at hey this will take two more years until I can get to the spot where I feel good about it If that makes sense Of course Macro Micro oh gee what about you Is there And and this design is by the way I love that right there Is there is there a piece that stands out to you the most Let me look real quick while you guys you guys are such Well first of all the sweatpants stand out So I used to I used to make fun of AJ in my brain not directly of how much sweatpants he wore when he was in college who I got for you There you go That's looking amazing No question The thing that stood out for me Ben is I used to make fun of AJ like we'll get you on in a minute James Uh I used to make fun of AJ a lot in my brain He would always rock sweatpants and I was so jeans out But something has happened in the last you know I think it was COVID right I was wearing sweatpants probably so much because I didn't have to fucking And then now like traveling when I you know this D rock like how many times I you know I mean you're not No but you'll you definitely know what I'm about to say D Rock for years when we were traveling like insanity The second we would pull up to the airport I would switch out of whatever I was wearing and I would open my luggage and I would put a hoodie on and a beanie and turn into airport Gary and call it a day I've now noticed that I want to travel with sweatpants The weird part is I have a real system for my wallet my headphones my wallet and my phone as you know the rock headphones not as much but wallet and phone I'm unstoppable I don't lose them because I have a whole touch thing But with sweatpants it could like slip out it fucks me up But punchline being um I'm so much more into Sweatpants Now that off top the biggest thing that has my attention with the collection is The Sweatpants because of COVID Like I feel like your whole life Yeah And then I'm probably gonna say Cream selfless I think Cream selfless looks fucking insane And black Anaconda And then Navy Grateful Long t those

are ones that kind of like are making me feel it right now I like a little bit and like so I love patience The problem is we've been pumping patient panda so much Like I'm in this new place where I like wanna talk about all the characters This is just me as a human being It's like supply and demand Like if you eat your favorite you know thing too much you kind of get to get off of it I'm like a little bit like rare robot patient pan empathy Other I'm like you know no like self a sloth or authentic Anaconda So I'm a little bit that's affecting me a little bit right now I can sense it but visually like no bullshit If it was like any brand not be friends I think selfless selfless hoodie cream sweatpants combo would crush for me Love it And and this means for the future we need a Gary B um sweatpants with zipper pockets That's what I get Yes it's logical lion Jennifer in Breland um chopped up be friends dot com We're about to give away several pieces So um get ready for that I'm looking forward to that uh and we'll keep going with that All right let's see James cook in the full drip Hello everyone Hey Yeah I have I have the court and the core sweats and very comfy I stand up for you all James Do you like James Do you like the wide sleeve t-shirt thing The cool like because it makes your arms look like twigs Ok Well you know I I do have to work out a little bit so you don't have that going for me But no this is a medium t and honestly I do like the oversize because I am a hype beast But if I would have ordered this online I'm 510 I would have got a large I would have been swimming in a large it is oversized I'm the same way This is a medium and normally I'm like a large extra large and Ben this is why I'm buying small on on the you know Yeah same with the same with the sweatpants Hold on real quick I apologize Yes Clay and Andrews Shell I'm about to give away some be friends drip uh in a little bit We're gonna do it on Twitter So make sure you have a Twitter account I'm gonna tell you all what to do in a little bit and I'm gonna give away um you know uh the way I'm gonna do it is I'm I'm milking this as long as I can I got a little bit of a client fire meeting that I'm have to do but I just I'm enjoying hanging out We're having a lot of fun on this big day when we drop the winter collection of the Friends apparel Uh So but I'm gonna prep it for five minutes here So everybody who's watching gets a shot then I'm going to uh then I'm going to uh go to my meeting but in between my meeting I'm just gonna see all the tweets star or I'm just gonna reply to be friends winner winner winner winner winner bang out you know 3479 something whatever I can do between walking to the client over there 3479 1012 you know we'll figure it out Um uh and the way we're gonna do it is you're gonna go to shop dot be friends dot com and pick your favorite item

link it into your tweet We'll tell you exactly how to do it So uh get ready Looking forward to it James You look cool man You like what's up You like sweatpants or no no man I'm a jeans guy too The black cat I mean I would definitely rock these Yeah that's a name They're coffee too Embroidered black cat Yeah that was a call for me She really wanted embroidered May is in charge That's right I would also say too if if people are getting the tea um and they're a little oversized like the tea Like both the the T shirt and the long sleeve are 100% cotton If you wash it in hot water and dry it like well the first time it will shrink up a little bit Understood Good good to know Uh what uh what else do we have there We want I think you should go with me May come on back in Well I'm a little D rock because we're all wearing fish and panda May you like the gray with the black right in the rocket in there I wanna see them side by side Can I can I also see what Oh I like the green Can I see what dustin's wearing Because I know it's not be friends stuff I just want to see what he's actually wearing Yeah we smiling You all look very cute Look wait a minute This looks like a holiday card Do you rock it in there Getting a frame I just wanna just wanna I'm gonna take a little photo smile guys Little hot little holiday card Bang Thank you Thanks a gee I know it's like kind of the last minute here There's um the classic pieces on the site right Be friends core items Do you have a favorite color way Yeah let me look I mean I know a lot of I know we really built a bunch of like um I like the gray a lot I like the gray a lot I do I do like the green Like yeah I'm pretty excited about this Like we haven't had the green like the green long sleeve is something I'm definitely gonna pick up I'm gonna rock that Um All right let's ask questions I want to answer a bunch of questions Dustin Let's do that I want you to say there may get the rock into the screen too You can make me small Um If you have a question I see a bunch of you right now Uh Please put hashtag question and ask your question We'll give you a bunch of questions now for the next 5 to 10 minutes And then uh when hats Ben the hats that I saw from you that's for next spring Yes OK So spring and then the little collaboration I want to do with that start up that I met at Von Could that happen before Yes Yeah we just we don't know and we got to figure that out OK Talk to them Yeah OK cool Uh Dustin you're in charge Just fire away with the questions Cool And then do we get them Like Christmas is a big one then are they gonna be before Christmas Yeah Um You understand if pe if people order today right Like they should get a um they'll get an order confirmation They'll get a tracking number on it obviously like the closer it gets to Christmas the the more difficult it is But um everybody that's

ordering now should definitely Yeah December 8th us What about international It's a little weird I'm so scared of customs I email from Lynchy I sent you from Lynchy about the toys Yeah we we got we have CS everyone will have a tracking number domestic for sure Ok cool What we did different for this drop was actually on our website bef before we would have folks pay for customs when it reached their country and a lot of them would be stuck there and get sent back So now we actually implement it on our website So when you actually check out it includes customs So when it hits your country it goes straight to you For me The reason question is why grateful gar over gratitude gorilla gratitude gorilla obviously already was in the toy line I want to do more stuff But more importantly I want the word to represent people like looking at the rock and may right now I'm imagining them walking past me in an airport and I'm like oh patient like I like that you know like they're patient right Like I just there's something there to me Grateful means I may who just pass you I'm grateful versus gratitude It plays a little different so self expression through the words That's why grateful over gratitude Are they soft or 100% cotton stuff from Joanne Then 80% cotton 20% polyester soft And I I don't describe it which is like you would sleep in this or Yeah by the way by the way I just I have a huge insight to why I've worn the Grateful Gar hoodie sample even though it's a medium and it's too large for me And I'm gonna go with small when I get my original shit Uh Why did that happen It's because um it's soft and the reason I wear hoodies when I travel is to sleep on the plane with the hoodie over my head And so this series I'm buying for that which the last one then you made them hard class you know like the cool thing you know Thank you Shout out to everyone that loves the drop in spring and by the way jh 80% cotton we made it so it would shrink a little bit because that gives people control if it's slightly oversized a little bit you know uh MF Santa said kid size soon Ben I know I don't want to give away too much but let's just smile and move on All right Next question When will we get a zip up hoodie Ben Why have we not had a bit of is zip up hoodie Not cool Ben And that's why we haven't had one right now Zip are super cool and and we and we can definitely have one We can definitely have one We just work on one that makes sense for sure Ben can we do a couple of things in a very small little batch Like look I think I already went into Discord and said I'm going to do this We do need like a 40 \$50 hoodie thing I think we need to attack that But then maybe also like a zip like smaller little something for like February or March before the spring launch that maybe addresses some of these things as you gather the feedback

next Um I'm still looking Ok no worries Um Then let's tell everybody how you win because I'm gonna have to leave soon for this client thing Everybody's watching about to give away some swag So we've got a little sense now at shop dot B friends dot com Um If you go to shop dot be friends dot com and pick your favorite uh piece uh Then what I need you to do is tweet me right I'm gonna need you to tweet me Do you have dust in the way we're gonna do this So I go to Twitter and put you've got to put hey at Gary B this has to be exact Hey at Gary B This is my favorite piece Dust I don't like the way you have that up but hey Gary B this is my favorite type that out instead of your favorite piece in parentheses Dust change that to Hey Gary B this is my favorite And then the link Hey Gary B this is my favorite and then the link because then I could just search people that mentioned my name while I go to my meeting like a bunch of them Or I'm just gonna reply to be friends Say winner winner winner Yup Hey Gary V This is my favorite and a link and then doesn't put a link but then put shop dot V friends dot com after that So then we could just hold this up here the whole time and I can for the last 57 minutes I can uh get everybody to understand how they can win Let me go to my discord and let them know bring away pieces Mhm Yeah everyone come in real quick We're gonna do one of the last you were all coming in for one last shot Comar asked about uh we didn't do any unique Um You know we're doing a lot of things for holders We've done stuff with a pair in the past We didn't do it on this drop camp but we have uh a bunch of stuff coming a lot uh on the horizon for holders of V one or V two So that's the information on that All right little group photo get in there Take your photo I'm gonna screenshot this Very cool very nice Good smiles change You have a good smile man Thank you You're welcome All right I agree for a bunch of cuties Um all right here's here's they're all they're all rocking their favorite They had all the choices to do that Ben's is unavailable If you were following earlier today Ben TSH was was completely based on the 1st 555 orders But for everybody watching right now who's not bought one on shop dot Be friends dot com and would like one Maybe they can't afford it or maybe it's just fun to win free ship The way you do that is right now um For the next 5 to 10 minutes before I do my four o'clock meeting you can uh go to Twitter and Tweet Hey Gary B This is my favorite and then link which of the one pieces uh are your favorite and I would love to give away a bunch And so uh I hope we can do that Thank you team Uh I'm just gonna read some comments a little bit more here We're gonna keep that up I'm gonna tell everybody how they can do so leg can't afford This is exactly why I'm doing

this Hopefully a bunch of people can get 11 more time here is how you get a free piece Any of those that you might like the best Go to Twitter dot com go to Twitter excuse me and go put Tweet out Hey at Gary B This is my favorite and then link one of the items from shop dot be friends dot com Um I'm really excited about it I want to wish everybody a a happy uh uh holiday I hope everybody has a great Christmas um or whatever you were celebrating Hanukkah Kwanzaa All the great stuff Um really excited to to you know actually get to interact with a bunch of you Um because uh during the holidays I have a little bit more downtime ironically in between like family stuff and shopping and this and that Like so it's gonna be a lot of fun to be able to do that Uh Steven Stillwell Big North Hunt and represent I went to that high school Uh It's a weedy witty weasels winter I like that Uh But like Jo uh Joe good to see you one more time for people joining us late Um I literally have the Twitter just for be friends It's perfect I really hope a bunch of you win this I'm actually gonna probably cut short so I can pick a couple more winners Um If you would like uh Dustin maybe you can split screenshot dot be friends dot com with me right now Um Could be fun Uh If you would like a uh a piece from this collection for free I'm going to do a little uh Santa work here on Twitter right now Go to Twitter and Tweet Hey at Gary B This is my favorite with a link to whichever piece is your favorite on shop dot befriend dot com Um And I'm a I'm excited Stefano Good to see you Uh Let's see who else is here Leg Paul H in the building Liam D Um Great to see Derek Duck Um Sebastian Thank you for joining Seacrest Uh Great to see you All right Yeah I'm gonna spend a couple of extra minute I'm I guess I'm downloading Twitter Love that Um Great to see you Awesome I'll see you soon Thank you Thanks Dustin You got it