



bad & classy™

Bold. Refined. Timeless.
Designed For The Modern Man.





ABOUT US

bad & classy™ is a contemporary men's casual wear brand built on the philosophy of bold expression with refined elegance. Established in 2019, the brand delivers thoughtfully designed apparel that balances style, comfort, and affordability.



With a strong focus on natural fabrics like cotton and linen, every product is crafted in-house to ensure quality, consistency, and exclusivity. Catering to style-conscious men across age groups, bad & classy™ stands for confident individuality—offering versatile fashion that transitions seamlessly from everyday wear to standout moments. With growing retail presence and strong customer demand, the brand continues to redefine modern casual wear.



OUR VISION

To create a recognizable men's lifestyle brand that stands for bold expression, quality, and comfort.



OUR MISSION

Our mission is to create stylish, comfortable apparel using high-quality natural fabrics while ensuring consistent fit and lasting value. We strive to build strong partnerships and stay ahead of trends while maintaining a timeless brand appeal.





WHAT WE OFFER

At bad & classij™ we offer a thoughtfully curated range of men's casual wear designed to balance style, comfort, and versatility. Our collections are crafted to meet the evolving fashion needs of modern men while maintaining consistent quality and fit. With in-house production and a strong focus on fabric and design, we ensure every piece delivers both function and fashion.

Product Range



bad & classij™

Shirts
(Core Category)



bad & classij™

Casual Pants



bad & classij™

Shorts



bad & classij™

Seasonal Collections

Core Strengths

Bold yet refined designs (not basic, not loud)
All-day comfort with optimized fabric and fit
Premium fabrics: 100% cotton, linen, and blends
Consistent sizing with reliable fit
In-house manufacturing ensuring quality control
Trend-aligned collections (festivals & seasonal drops)



bad & classy™

WHY PARTNER WITH US

bad & classy™ stands out as a brand that combines distinctive identity with dependable quality. We are committed to creating value not just for customers, but also for our retail partners through consistent growth and support.



WHY CHOOSE US

- ✓ Unique brand identity (rebellious yet refined)
- ✓ Strong focus on quality from fabric to finishing
- ✓ Affordable premium positioning
- ✓ High customer demand and repeat purchase rate
- ✓ End-to-end retail support
- ✓ Scalable and reliable supply capability



RETAIL PARTNERSHIP BENEFITS

- ✓ Consistent and reliable supply chain
- ✓ Access to trend-driven collections
- ✓ Attractive and profitable margins
- ✓ Marketing and brand support
- ✓ Growing brand visibility and demand



CONTACT US

- ☎ 9188255551 / 9188255553
- ✉ badandclassyclothing@gmail.com
- 🌐 www.badandclassy.com

- 📍 Off: No.346/D, VP Building, Muttugai (po) Valikkad, Calicut 673106
- Fact: 46/5, Garvebhavipalya, Hosur Main Road, Kudlu Gate, Bangalore-560068