

Amber

Product #000000000000 — Full Listing Report

Category: Swag

Printify Listing: <https://printify.com/app/product-details/699e11931615acc1fb026637>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000000.1 Amber.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Amber

URL Slug: amber-leoscorpioleo

Meta Description: Amber Tee — the LeoScorpioLeo logo shirt, script wordmark and zodiac symbols. Unisex, S–5XL.

Image Alt Text: White t-shirt with blue script 'LeoScorpioLeo' wordmark, Leo-Scorpio-Leo zodiac symbols, and the tagline 'Look Good. Feel Good. Do Good.'

Thirteen Tags:

LeoScorpioLeo logo shirt · brand wordmark tee · zodiac symbol graphic tee · look good feel good do good shirt · leo scorpio leo zodiac shirt · identity statement tee · founder logo t-shirt · script logo graphic tee · mission driven apparel · blue logo tee unisex · flagship brand shirt · positive culture t-shirt · LeoScorpioLeo Swag

Field 1 — Short Description (Next to the Photo)

You walk in and people feel it before you say a word.

Amber is that presence worn as armor — the LeoScorpioLeo wordmark, the Leo-Scorpio-Leo zodiac symbols, and the one line that says it all: Look Good. Feel Good. Do Good.

For the person who leads with who they are and carries the mission everywhere.

You don't wear it. You live it.

Field 2 — Long Description (Description Tab)

Most shirts are just fabric — and you've always wanted the thing you put on to say something real. This isn't just a shirt; it's a statement. You don't wear LeoScorpioLeo — you live it. The confidence of a Leo Sun. The depth of a Scorpio Moon. The warmth of a Leo Rising. That's not a zodiac combination — that's a whole identity, and now it lives on your chest.

The Shirt That Started It All

Amber is shirt number zero. Before every other design in the LeoScorpioLeo catalog, there was this one — the brand itself, worn as armor. The script wordmark. The zodiac symbols. The tagline that says everything: Look Good. Feel Good. Do Good. Crisp white on dark colors, bold blue on white — multiple colorways, one mission. It's the shirt people ask about — the one that makes someone want to know what LeoScorpioLeo means, and then want one of their own.

Because leading with who you are always beats blending in.

The Perfect Gift for Someone Who Leads With Purpose

The moment someone lifts the whole room just by walking into it — that's the moment Amber earns her keep. She's for the friend who moves forward with faith and a happy spirit, and the person who already knows they look good, feel good, and do good every single day. Birthday, milestone, or just-because gift — and she pairs with any other LeoScorpioLeo design to build a wardrobe that says something worth saying.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: clean, bold, and built to start conversations wherever you wear it.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You walk in and people feel it before you say a word."

Steak (the fact): a logo t-shirt.

Sizzle (what we sell): the presence of someone who leads with identity.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Amber is that presence worn as armor — the LeoScorpioLeo wordmark, the Leo-Scorpio-Leo zodiac symbols, and the one line that says it all: Look Good. Feel Good. Do Good."

Steak (the fact): wordmark, symbols, tagline on cotton.

Sizzle (what we sell): presence worn as armor — identity made wearable.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who leads with who they are and carries the mission everywhere."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the people who lead with identity.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"You don't wear it. You live it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — this is who you are.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Most shirts are just fabric — and you've always wanted the thing you put on to say something real. This isn't just a shirt; it's a statement. You don't wear LeoScorpioLeo — you live it. The confidence of a Leo Sun. The depth of a Scorpio Moon. The warmth of a Leo Rising. That's not a zodiac combination — that's a whole identity, and now it lives on your chest."

Steak (the fact): a printed logo shirt.

Sizzle (what we sell): the ache for clothing that means something — answered by identity.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Amber is shirt number zero. Before every other design in the LeoScorpioLeo catalog, there was this one — the brand itself, worn as armor. The script wordmark. The zodiac symbols. The tagline that says everything: Look Good. Feel Good. Do Good. Crisp white on dark colors, bold blue on white — multiple colorways, one mission. It's the shirt people ask about — the one that makes someone want to know what LeoScorpioLeo means, and then want one of their own."

Steak (the fact): wordmark + symbols + tagline; two colorways.

Sizzle (what we sell): the origin — owning shirt number zero.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because leading with who you are always beats blending in."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone lifts the whole room just by walking into it — that's the moment Amber earns her keep. She's for the friend who moves forward with faith and a happy spirit, and the person who already knows they look good, feel good, and do good every single day. Birthday, milestone, or just-because gift — and she pairs with any other LeoScorpioLeo design to build a wardrobe that says something worth saying."

Steak (the fact): a giftable, matchable shirt.

Sizzle (what we sell): recognizing someone who lives the mission — and starting a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb