

Brennan

Product #00000000054 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac1678ce8c1f1b7360abf90>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000054.1 Brennan.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Brennan

URL Slug: brennan

Meta Description: Emotional Support BFF tee — a funny red badge gift for the best friend who became family, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support BFF badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support bff shirt • best friend gift tee • funny bff t-shirt • best friend birthday shirt • bestie gift shirt • matching best friend tee • friendship gift shirt • chosen family t-shirt • long distance friend gift • emotional support friend shirt • sarcastic best friend tee • gildan 5000 bff shirt • leoscorpioleo bff shirt

Field 1 — Short Description (Next to the Photo)

They've seen your worst haircut, your worst breakup, and your worst karaoke — and they're still here.

Brennan makes the friendship official with a red Emotional Support BFF badge — no blood relation required.

For the best friend who became family the day they decided to stay.

Not related. Still family.

Field 2 — Long Description (Description Tab)

Family is the one you’re born into; your best friend is the one you’d choose again every single time.

No paperwork, no shared last name, and yet they’re the first person you text when anything happens — good, bad, or completely ridiculous.

Creating joy with someone who chose you is one of the best things you’ll ever build, and it deserves a title of its own.

A Badge for the Family You Chose

A bold red medical-style badge holds two simple figures leaning into each other over a heartbeat line, with EMOTIONAL SUPPORT arched across the top and BFF stamped across the bottom.

It’s the shirt that shows up on every road trip, every concert, and every group photo — and somehow the whole friend group ends up wanting one.

Because a friendship worth keeping is a joy worth wearing out loud.

The Perfect Gift for Your Person

The moment your best friend shows up with snacks and zero questions after one vague text — that’s the moment this shirt was made for.

It’s right for the college roommate who became a lifelong friend and the coworker who turned into your 2am phone call — perfect for a birthday, a friendship anniversary, or a going-away surprise.

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 — A badge-style graphic that makes your friendship official without a single word of paperwork.
- 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 built on one truth: the friends who choose you deserve their own badge.

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 — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

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 3.4.

Short — S1 The Scene

“They’ve seen your worst haircut, your worst breakup, and your worst karaoke — and they’re still here.”

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

Sizzle (what we sell): the friend who has seen everything and stayed anyway.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Brennan makes the friendship official with a red Emotional Support BFF badge — no blood relation required.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): friendship made official — no blood required.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the best friend who became family the day they decided to stay.”

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

Sizzle (what we sell): belonging to the friends who became family.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Not related. Still family.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — chosen family is real family.

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

Long — Part A The Hook

“Family is the one you’re born into; your best friend is the one you’d choose again every single time. No paperwork, no shared last name, and yet they’re the first person you text when anything happens — good, bad, or completely ridiculous. Creating joy with someone who chose you is one of the best things you’ll ever build, and it deserves a title of its own.”

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

Sizzle (what we sell): the person you would choose again every time.

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

Long — Part B The Design

“A bold red medical-style badge holds two simple figures leaning into each other over a heartbeat line, with EMOTIONAL SUPPORT arched across the top and BFF stamped across the bottom. It’s the shirt that shows up on every road trip, every concert, and every group photo — and somehow the whole friend group ends up wanting one.”

Steak (the fact): badge graphic + BFF lettering, printed front.

Sizzle (what we sell): a group-photo staple the whole friend group wants.

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

Long — Part C Echo

“Because a friendship worth keeping is a joy worth wearing out loud.”

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

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

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

Long — Part D Gift

“The moment your best friend shows up with snacks and zero questions after one vague text — that’s the moment this shirt was made for. It’s right for the college roommate who became a lifelong friend and the coworker who turned into your 2am phone call — perfect for a birthday, a friendship anniversary, or a going-away surprise.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the friend who shows up without questions.

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

Long — Part E Bullets

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

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

Sizzle (what we sell): comfort, durability, a flattering fit, 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.

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