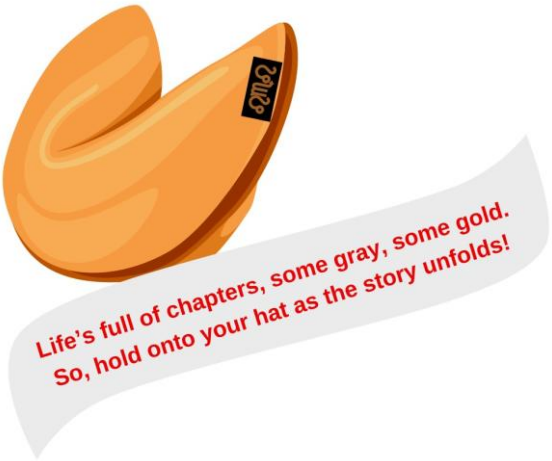
Hugo

Product #00000000138 — Full Listing Report

Category: Live a Little More, Fortune Cookie

Printify Listing: (link added after the store step)

Prepared per Official LSL Shirt Listing SOP, Version 8.6 — The Unified Standard



Design: 00000000138.1 Hugo.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Hugo

URL Slug: hugo

Meta Description: Life's Full of Chapters fortune cookie tee — a hold-onto-your-hat rhyme for book lovers, storytellers and new chapters, on Gildan 5000. S–5XL.

Image Alt Text: Golden fortune cookie with a curling white fortune slip reading "Life's full of chapters, some gray, some gold. So, hold onto your hat as the story unfolds!" in red on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

lifes full of chapters shirt • hold onto your hat tee • story unfolds t-shirt • book lover gift • reader shirt • new chapter tee • retirement present • storyteller fortune top • librarian gift • bookworm rhyme shirt • plot twist tee • gildan 5000 chapters shirt • leoscorpioleo story unfolds shirt

Field 1 — Short Description (Next to the Photo)

You're in the middle of a chapter you didn't outline, and you're not sure how this part ends.

Hugo answers with a cracked-open fortune cookie and a reader's wisdom: some chapters are gray, some are gold — so hold onto your hat as the story unfolds.

For the one who knows a hard chapter is never the whole book.

Gray chapter. Gold ahead.

Field 2 — Long Description (Description Tab)

Every good story has a chapter where things look bad.

If the book ended there, nobody would read it twice.

Your life isn't stuck on that page — you're just in the middle.

A Fortune Cookie With a Plot Twist

A golden-orange fortune cookie cracks open and its white paper fortune curls out beneath it, printed in bold red: "Life's full of chapters, some gray, some gold. So, hold onto your hat as the story unfolds!"

It's a rhyme for readers, writers, and anyone turning the page on a new season — and with twenty-five fortunes in the Fortune Cookie series, everyone gets a fortune of their own.

Because the gray chapters are what make the gold ones worth reading.

The Perfect Gift for the Book Lover

The moment your aunt retires and says "now the good part starts," or your book-club friend finishes a novel and immediately reaches for the next — that's the moment this shirt was made for.

It's right for the bookworm, the librarian, and the friend starting a brand-new chapter — perfect for a retirement gift, a book-club exchange, a new-chapter celebration, or a birthday for the best storyteller you know.

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 cracked-open fortune cookie and a hold-onto-your-hat rhyme for every gray and gold chapter, and it pairs perfectly with the other twenty-four designs in the Fortune Cookie series.
- 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: a hard chapter is never the whole book.

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	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

center back), in								
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
"You're in the middle of a chapter you didn't outline, and you're not sure how this part ends."

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

Sizzle (what we sell): hope in the middle of an unplanned chapter.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply
"Hugo answers with a cracked-open fortune cookie and a reader's wisdom: some chapters are gray, some are gold — so hold onto your hat as the story unfolds."

Steak (the fact): the printed design on cotton.

Sizzle (what we sell): a reader's wisdom, worn out loud.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer
"For the one who knows a hard chapter is never the whole book."

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

Sizzle (what we sell): belonging to the people who know a chapter isn't the book.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close
"Gray chapter. Gold ahead."

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — gray chapter, gold ahead.

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

Long — Part A The Hook
"Every good story has a chapter where things look bad. If the book ended there, nobody would read it twice. Your life isn't stuck on that page — you're just in the middle."

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

Sizzle (what we sell): the truth that you're in the middle, not at the end.

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

Long — Part B The Design

"A golden-orange fortune cookie cracks open and its white paper fortune curls out beneath it, printed in bold red: "Life's full of chapters, some gray, some gold. So, hold onto your hat as the story unfolds!" It's a rhyme for readers, writers, and anyone turning the page on a new season — and with twenty-five fortunes in the Fortune Cookie series, everyone gets a fortune of their own."

Steak (the fact): fortune cookie + red-lettered fortune slip, printed front.

Sizzle (what we sell): a rhyme for readers and writers — and a fortune for everyone.

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

Long — Part C Echo

"Because the gray chapters are what make the gold ones worth reading."

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 aunt retires and says "now the good part starts," or your book-club friend finishes a novel and immediately reaches for the next — that's the moment this shirt was made for. It's right for the bookworm, the librarian, and the friend starting a brand-new chapter — perfect for a retirement gift, a book-club exchange, a new-chapter celebration, or a birthday for the best storyteller you know."

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

Sizzle (what we sell): the retirement "now the good part starts," the next novel reached for.

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