

Theodore

Product #00000000254 — Full Listing Report

Category: Joy

Printify Listing: not yet linked — Printify product ID pending in inventory

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



Design: 00000000254.2 Theodore.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Theodore

URL Slug: theodore

Meta Description: Peace Bratha Buddha t-shirt for the guy who's the calm in every room. Soft, durable unisex tee, S–5XL.

Image Alt Text: an illustrated Buddha figure in warm, sun-washed tones, holding up a two-finger peace sign and the arced text “Peace Bratha” (repeated per garment color — set on each of the 12 uploaded variant images, e.g. “Black Gildan 5000 t-shirt printed with an illustrated Buddha figure in warm, sun-washed tones, holding up a two-finger peace sign and the arced text “Peace Bratha”.”)

Thirteen Tags:

peace bratha shirt • buddha peace sign shirt for men • funny buddha shirt • spiritual streetwear for men • peace sign t-shirt for men • meditation humor shirt • calm guy shirt • buddha meme shirt • create joy shirt • leoscorpileo shirt • gift for calm friend • peacekeeper shirt for men • mindfulness t-shirt for men

Field 1 — Short Description (Next to the Photo)

You're the guy who shows up late to the drama and somehow leaves everyone calmer than he found them.

Peace Bratha says it plainly: he didn't earn the nickname by accident.

For the brother who's the calm in every group chat, every family dinner, every parking lot argument — on purpose, every time.

Steady hands. Peace sign up. That's him.

Field 2 — Long Description (Description Tab)

Everybody assumes the calm guy in the group just got lucky with his temperament — like peace is something you're handed instead of something you build. Here's the real version: the steadiest guys you know are choosing it, deliberately, even when it would be easier not to. This shirt Creates Joy the quiet way — proof that peace looks good on him.

The Buddha Who Keeps the Peace

A hand-illustrated Buddha in warm, sun-washed tones throws up the peace sign, “Peace Bratha” arcing overhead in bold script that means exactly what it says. It's the shirt that makes the room laugh first, then nod, because everyone already knows exactly who this describes.

Peace isn't soft — it's the strongest move in the room.

For the Bratha Who Keeps It Together

The moment you're shopping for the guy who somehow ends every argument with a joke and a peace sign — that's exactly when Peace Bratha earns the cart. He's the friend who talks everyone off the ledge, and the dad whose “calm voice” actually works. Birthdays, Father's Day, or the “thanks for always being the steady one” gift.

Why You'll Love It

- Comfort First — Medium-weight 100% cotton that feels as easygoing as he is, wear after wear.
- Built to Last — Ribbed collar and taped shoulders keep this shirt holding steady through every wash, same as him.
- Classic Fit — A relaxed, true-to-size unisex cut, comfortable enough to defuse any situation in.
- Statement Piece — Peace Bratha doesn't need to raise his voice — the shirt already said it for him.
- Gift-Ready — Perfect for the brother who keeps everyone else calm — birthdays, Father's Day, or just because he earned it.
- Inclusive Sizing — Every kind of peacekeeper gets one — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission to Create Joy, one steady breath at a time.

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 Rule 2.6a, not as Description text)

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	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

(from 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 2.4/2.5.

Short — S1 The Scene

"You're the guy who shows up late to the drama and somehow leaves everyone calmer than he found them."

Steak (the fact): a Buddha graphic tee.

Sizzle (what we sell): the familiar role of being the one who calms every room.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Peace Bratha says it plainly: he didn't earn the nickname by accident."

Steak (the fact): a Buddha peace-sign graphic on cotton.

Sizzle (what we sell): the shirt naming what he already does for everyone else.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the brother who's the calm in every group chat, every family dinner, every parking lot argument — on purpose, every time."

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

Sizzle (what we sell): belonging to brothers who choose calm on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Steady hands. Peace sign up. That's him."

Steak (the fact): Add to cart.

Sizzle (what we sell): the identity claim, delivered as a two-beat punch.

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

Long — Part A The Hook

“Everybody assumes the calm guy in the group just got lucky with his temperament — like peace is something you're handed instead of something you build. Here's the real version: the steadiest guys you know are choosing it, deliberately, even when it would be easier not to. This shirt Creates Joy the quiet way — proof that peace looks good on him.”

Steak (the fact): a Buddha peace-sign graphic shirt.

Sizzle (what we sell): the myth that calm guys just got lucky, answered by the truth that peace is something he built.

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

Long — Part B The Design

“A hand-illustrated Buddha in warm, sun-washed tones throws up the peace sign, “Peace Bratha” arcing overhead in bold script that means exactly what it says. It's the shirt that makes the room laugh first, then nod, because everyone already knows exactly who this describes.”

Steak (the fact): Buddha illustration + peace sign + arced wordmark.

Sizzle (what we sell): the laugh, then the nod, because everyone already knows exactly who this describes.

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

Long — Part C Echo

“Peace isn't soft — it's the strongest move in the room.”

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 you're shopping for the guy who somehow ends every argument with a joke and a peace sign — that's exactly when Peace Bratha earns the cart. He's the friend who talks everyone off the ledge, and the dad whose “calm voice” actually works. Birthdays, Father's Day, or the “thanks for always being the steady one” gift.”

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

Sizzle (what we sell): recognizing the brother who keeps it together.

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