

Xoey

Product #00000000024 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a67a55b3ef32eb5c803a2be>

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



Design: 00000000024.2 Xoey.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Xoey

URL Slug: xoey

Meta Description (111 chars): Xoey Tee — 'They tried to bury us. They didn't know we were seeds.' hand-drawn tree graphic tee. Unisex, S-5XL.

Image Alt Text: White Gildan 5000 unisex t-shirt with a hand-drawn blue tree illustration and the words 'They tried to bury us. They didn't know we were seeds.' printed on the chest

Thirteen Tags:

they tried to bury us shirt · seeds not buried tee · resilience tree graphic shirt · hand-drawn tree tattoo tee · comeback story t-shirt · sobriety milestone gift shirt · growth mindset unisex tee · survivor gift t-shirt · rooted not broken shirt · new beginnings graphic tee · inspirational nature quote shirt · blue ink tree unisex tee · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

Some years try to bury you — the ones that take everything and dare you to stay down.

This tee answers back before you even open your mouth: they didn't know what they planted.

For the one who came back from the worst year of their life taller than before — the survivor, the rebuilder, the quiet comeback story.

You're not surviving. You're growing.

Field 2 — Long Description (Description Tab)

Everyone wants the comeback story to look clean — a straight line from rock bottom to thriving, no mess in between. Real growth looks more like a seed underground in the dark, doing the unglamorous work nobody claps for. Xoeys are for the one who got buried by something and came up anyway, roots first.

Rooted, Not Broken

A single-line blue tree grows quietly across the chest, ringed by the words that turned a setback into a seed: They tried to bury us. They didn't know we were seeds. It's the shirt that reads like a whisper until someone really looks — and then it reads like the whole story.

Because the things that try to bury you end up feeding you.

The Perfect Gift for Someone Mid-Comeback

There's a specific moment when someone stops surviving a hard season and starts actually growing from it — that's the moment Xoeys earn their spot in the closet. She's for the friend who just came out the other side of something and the one still quietly proving people wrong. Birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far they've come — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

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: a quiet tree, a hopeful line, and a story built to start conversations.

Gift-Ready — Right for birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far someone's come.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original Live a Little More 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)

	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

"Some years try to bury you — the ones that take everything and dare you to stay down."

Steak (the fact): a hard-year survival fact.

Sizzle (what we sell): the shared ache of being knocked down by something bigger than you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee answers back before you even open your mouth: they didn't know what they planted."

Steak (the fact): the tree graphic + quote line printed on cotton.

Sizzle (what we sell): the comeback claim, worn quietly.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one who came back from the worst year of their life taller than before — the survivor, the rebuilder, the quiet comeback story."

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

Sizzle (what we sell): belonging to people who came back from something.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You're not surviving. You're growing."

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

Sizzle (what we sell): certainty — growth, not just survival.

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

Long — Part A The Hook

"Everyone wants the comeback story to look clean — a straight line from rock bottom to thriving, no mess in between. Real growth looks more like a seed underground in the dark, doing the unglamorous work nobody claps for. Xoey is for the one who got buried by something and came up anyway, roots first."

Steak (the fact): a nature-quote graphic tee.

Sizzle (what we sell): the ache for a comeback that feels real, not performed — answered by roots.

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

Long — Part B The Design

"Rooted, Not Broken / A single-line blue tree grows quietly across the chest, ringed by the words that turned a setback into a seed: They tried to bury us. They didn't know we were seeds. It's the shirt that reads like a whisper until someone really looks — and then it reads like the whole story."

Steak (the fact): single-line tree illustration, one ink color, quote text.

Sizzle (what we sell): a design that reads deeper the longer you look at it.

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

Long — Part C Echo

"Because the things that try to bury you end up feeding you."

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

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

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

Long — Part D Gift

"There's a specific moment when someone stops surviving a hard season and starts actually growing from it — that's the moment Xoey earns its spot in the closet. She's for the friend who just came out the other side of something and the one still quietly proving people wrong. Birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far they've come — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say."

Steak (the fact): a giftable, milestone-friendly shirt.

Sizzle (what we sell): recognizing someone mid-comeback — and building a wardrobe.

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, 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 ..."

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