

Yumi

Product #00000000051 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ababca73a195822e2064990>

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



Design: 00000000051.1 Yumi.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Yumi

URL Slug: yumi

Meta Description: Emotional Support Mistress tee — a cheeky red badge gift for the woman who rules the house and your heart, on Gildan 5000 cotton. S-5XL.

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

Thirteen Tags:

emotional support mistress shirt • funny mistress t-shirt • cheeky gift for girlfriend • funny gift for wife from husband • inside joke couple shirt • mistress of the house tee • funny anniversary shirt for her • sarcastic girlfriend tee • playful couples gift shirt • funny badge shirt for her • humorous valentines tee • gildan 5000 mistress shirt • leoscorpioleo mistress shirt

Field 1 — Short Description (Next to the Photo)

She runs the house, the group chat, and your entire mood — and she knows it.

Yumi hands her the title she already holds: a red Emotional Support Mistress badge, part inside joke, part crown.

For the woman with a wicked sense of humor who's quietly in charge of everyone's heart, starting with yours.

She never asked for the title. She just rules with it.

Field 2 — Long Description (Description Tab)

Every couple has the private joke nobody else gets — the nickname, the look across the room, the line that makes you both lose it.

Most gifts play it safe; this one leans all the way into the wink and puts the punchline right on her chest in bold red.

Owning your humor — the cheeky, slightly scandalous kind — is part of owning yourself, and she has never once apologized for hers.

A Badge With a Wink

A bold red medical-style badge — two simple figures leaning into each other above a heartbeat with a heart at its center — arches EMOTIONAL SUPPORT across the top and lands the punchline underneath: MISTRESS.

It's the shirt that gets a double take, then a laugh, then a "where did you get that?" — and the person asking always has someone in mind.

Because the best relationships run on laughter you never have to explain.

The Perfect Gift for the One Who Rules Your Heart

The moment she catches your eye across a crowded room and you both know exactly what the other is thinking — that's the moment this shirt was made for.

It's right for the girlfriend with a wicked sense of humor and the wife who's been the true mistress of the house for years — perfect for an anniversary, a birthday, or a playful just-because 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 with a built-in wink, guaranteed to start the conversation (and the laughter).
- 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: love lasts longer when you never stop laughing together.

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

“She runs the house, the group chat, and your entire mood — and she knows it.”

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

Sizzle (what we sell): the woman who’s quietly in charge, finally recognized out loud.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Yumi hands her the title she already holds: a red Emotional Support Mistress badge, part inside joke, part crown.”

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

Sizzle (what we sell): an inside joke turned into a crown.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the woman with a wicked sense of humor who’s quietly in charge of everyone’s heart, starting with yours.”

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

Sizzle (what we sell): belonging to the women who rule with humor.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“She never asked for the title. She just rules with it.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — she already holds the title.

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

Long — Part A The Hook

“Every couple has the private joke nobody else gets — the nickname, the look across the room, the line that makes you both lose it. Most gifts play it safe; this one leans all the way into the wink and puts the punchline right on her chest in bold red. Owning your humor — the cheeky, slightly scandalous kind — is part of owning yourself, and she has never once apologized for hers.”

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

Sizzle (what we sell): a private joke worn proudly instead of whispered.

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

Long — Part B The Design

“A bold red medical-style badge — two simple figures leaning into each other above a heartbeat with a heart at its center — arches EMOTIONAL SUPPORT across the top and lands the punchline underneath: MISTRESS. It’s the shirt that gets a double take, then a laugh, then a “where did you get that?” — and the person asking always has someone in mind.”

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

Sizzle (what we sell): a double take that turns into a laugh — and a referral.

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

Long — Part C Echo

“Because the best relationships run on laughter you never have to explain.”

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 she catches your eye across a crowded room and you both know exactly what the other is thinking — that’s the moment this shirt was made for. It’s right for the girlfriend with a wicked sense of humor and the wife who’s been the true mistress of the house for years — perfect for an anniversary, a birthday, or a playful just-because surprise.”

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

Sizzle (what we sell): celebrating the one who rules your heart.

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