

OFFICIAL REBRAND

WHAT IS  
A MAN

AW20







OR AW20-01



Official Rebrand's  
"WHAT IS A  
MAN" collection  
is modeled by a  
predominantly  
gender non-  
conforming cast.  
Non-binary designer  
MI Leggett brings  
gender-fluidity to the  
fashion conversation  
in an intensely  
personal way.

WHAT IS A MAN  
will explore and  
expand traditional  
menswear through  
the view that  
the concept and  
category "man"  
is fundamentally  
unstable.











Grounded in the celebrations and struggles of gender queerness as well as the designer's observations of and experiences with the social ills wrought by normative gender expectations, WHAT IS A MAN challenges the position of masculinity as a specific ideal to which one must aspire, or a hegemonic force to which one must succumb, based upon assigned gender and sex at birth.





hotter than ever

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GOR?!MI

YOU





OR AW20-04



OR AW20-05



The collection  
proposes a  
masculinity that is  
a fluid and porous  
mode of self-  
expression.



OR AW20-06









OR AW20-08





Official Rebrand garments are created exclusively from upcycled materials and therefore reject the patriarchal treatment of the Earth's natural abundance as resources to be extracted for profit, and aims to instead express fluidity through nonviolent material transformation.











About the designer  
Since launching Official Rebrand in 2017, MI Leggett has shown work at independent shows in Berlin and New York Fashion Weeks, at New Art Dealers Alliance Miami. Their words and work has been featured in The New York Times, WWD, Bloomberg, i-D, Teen Vogue, Paper, Vogue Italia, Hunger, Antidote, Milk and other outlets.

# OR?!

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OR AW20-12