

「Frame
work」

A GOLDEN CIRCLE GROUP STUDIO

Built
From Brand.

WHAT WE ARE

A brand product studio.

Not a merch company. Not a custom apparel vendor. Not a promotional products supplier. Not an agency. A brand product studio — one that combines the creative intelligence of a brand-building group with the operational capability to design, source, and deliver physical product from brief to delivery. Under one roof. One point of accountability. No handoffs.

A division of Golden Circle Group · Where GCg builds the brand, Framework builds what the brand puts its name on.



THE PROBLEM

Your brand took years to build.
Your product should show it.

Brand-led companies are let down the same way, every time. A vendor takes a brief and returns a catalog. An agency designs something beautiful and hands it to a supplier they don't control. Nobody owns the outcome.

The result is merchandise that arrives off-color, feels cheap next to everything else the brand has built, and ends up in a drawer. Framework was built to fix the entire chain.

*"We don't just follow guidelines.
We understand how brands are built."*

FRAMEWORK — BRAND PRODUCT STUDIO

THE STRUCTURAL DIFFERENCE

Born inside a *brand-building company.*

Framework is a division of Golden Circle Group. GCg's brand division builds brand identities from the ground up — strategy, identity, creative direction. Framework exists downstream of that intelligence.

When we look at a product brief, we ask the questions a brand strategist asks. That depth of brand understanding is a structural fact no standalone vendor can replicate.





Three things that *define every project.*

01

Brand Intelligence

We start with your brand, not a catalog. Our parent company builds brand identities from scratch — we bring that same depth to every product brief. What we make is informed by how brands actually work, not just what the guidelines say.

02

Full Accountability

Design through delivery, under one roof. We own the creative, the sourcing, the sampling, the production. No relay race between your agency and your vendor. One team. One standard. One point of contact who owns the result.

03

Product Worthy of the Brand

The measure isn't whether it has your logo on it — it's whether it belongs alongside everything else your brand creates. If we wouldn't be proud to put our name on it, we won't ask you to put yours on it.

OUR PROCESS

From brief to delivery.

01 BRAND IMMERSION

Before we touch a product, we understand your brand. What it stands for. What it protects. What it won't do.

02 PRODUCT STRATEGY

We define what should be made and why. Not what's in a catalog — what's right for the brand.

03 CREATIVE DIRECTION & SAMPLING

We design, source, and validate. We push back when something isn't right for the brand.

04 PRODUCTION

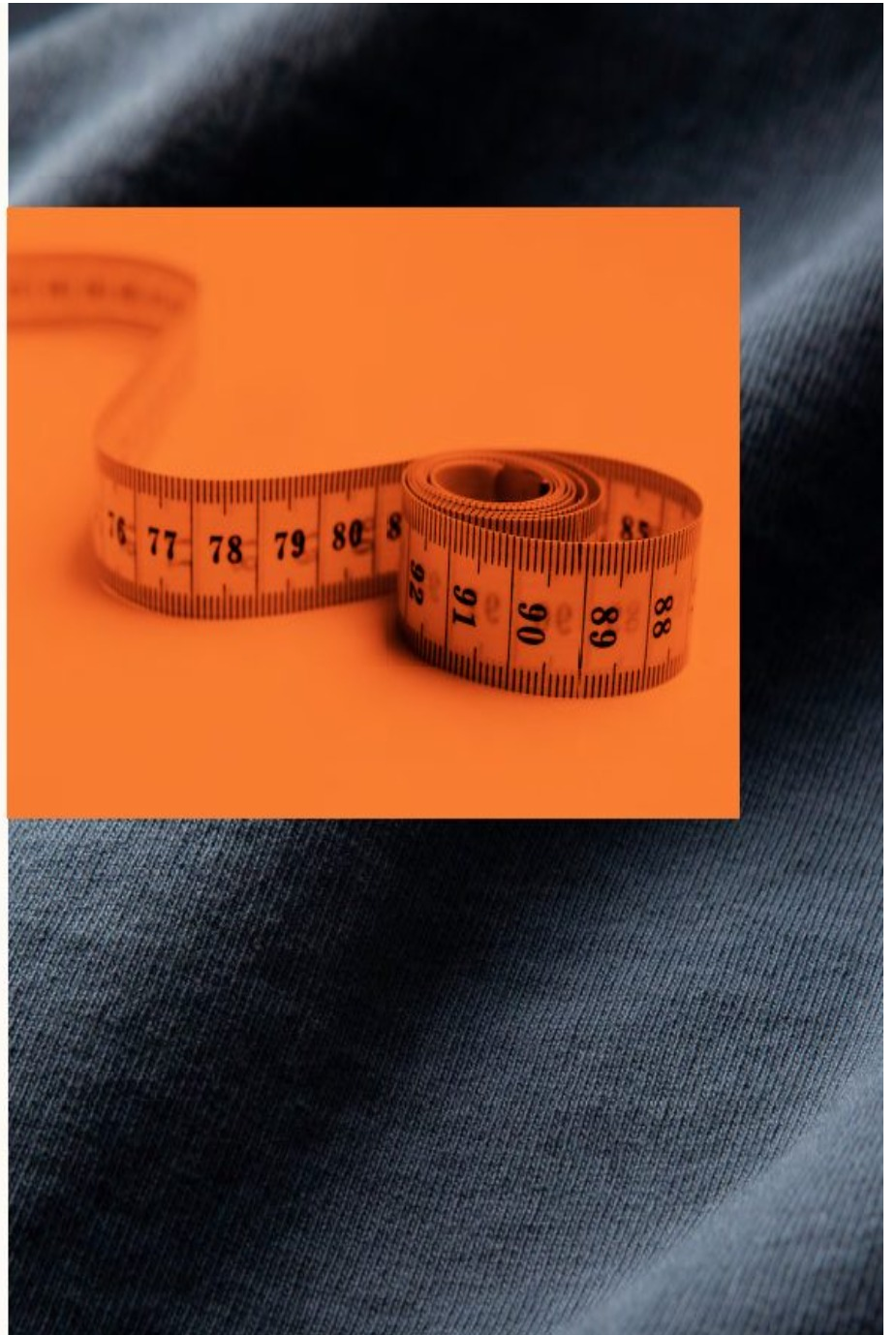
One standard from first sample to final delivery. No handoffs, no surprises, no apologies.

05 PROGRAM MANAGEMENT

Seasonal refreshes, reorder management, ongoing partnership. Not a transaction.









SAINT BERNARD · HAT PROGRAM



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GALAXY DIGITAL · PREMIUM APPAREL



@686

686 · OUTDOOR PROGRAM

WHAT WE OFFER

The right product, at the right moment,
changes everything.

Seasonal Programs

Capsule Collections

A golf brand needed a spring drop that felt like their course — not their catalog. We built a six-piece collection from the ground up: headwear, performance polo, midlayer. Creative direction through production, delivered before the season opened.

Gifting

Corporate & Client Programs

A private equity firm wanted to send something to new portfolio founders that actually represented who they are. We curated, designed, and fulfilled a gifting program — individually packaged, fully on-brand, no executive had to touch a vendor.

Brand Moments

Launch & Event Product

A hospitality group opening a new property wanted product in the rooms and on the staff that felt like the space. We worked alongside their creative team to produce a full product suite — welcome amenity to staff uniform — before opening day.

Retail

Pro Shop & Boutique Programs

A resort brand wanted their shop to carry product that sold — not just represented. We built a retail capsule with sell-through in mind: edited, on-brand, refreshed each season. The shop became a revenue line, not a souvenir rack.

Product *your brand is proud of.*

Start with a Brand Product Review — an assessment of your current product against your brand standards. It's where every great program begins.

LET'S BUILD

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