



Press Release

FOR IMMEDIATE RELEASE

Storyteller's Closet Launches: A Gallery Where Fashion Becomes Narrative

Connecticut, United States, September 12, 2025 — Storyteller's Closet, a new art-driven fashion label, has officially launched, introducing premium streetwear built on storytelling, illustration, and design. At the heart of the brand is its signature collection, Cinematic Threads: The Art of the Scene, a line that transforms clothing into narrative by treating each garment as a cinematic still or fragment of myth.

"Storyteller's Closet was created as a response to disposable fashion," says Amynah Dharani, Founder and Creative Director. "Every piece is designed to carry meaning, to become a story the wearer continues. Cinematic Threads is our way of turning wardrobes into personal archives of narrative."

Made-to-Order Model

All garments are produced on a made-to-order basis, ensuring intention over excess. This model reinforces the brand's commitment to sustainability and gives each piece a collector-worthy quality.

Expanding the Narrative

In addition to Cinematic Threads, the brand also offers Storyline Basics: Art for the Everyday and In Living Color, complementary collections that provide different entry points into Storyteller's Closet's evolving archive.

A Collector's Approach to Streetwear

More than fashion, Storyteller's Closet positions itself as a gallery in motion. Customers are invited to join Collector's Access, an exclusive membership program offering early releases, preferred pricing, and behind-the-art editorial content.

Early Recognition

The brand has already been recognized by The New York Review and USA News for redefining streetwear as art, highlighting its innovative fusion of narrative and design.

About Storyteller's Closet

Founded in 2025, Storyteller's Closet is a premium streetwear brand that blends art, narrative, and design. Its signature collection, Cinematic Threads, anchors a growing body of work that transforms garments into cinematic stills and fragments of myth. With the

guiding philosophy Wear Your Story, Storyteller's Closet creates made-to-order pieces meant to be collected, worn, and remembered.

Media Contact

Name: Amynah Dharani

Title: Founder & Creative Director

Email: media@storytellerscloset.com

Website: www.storytellerscloset.com