

Ashbury St.



It takes our entire life to truly find out who we are.

Each year we write a new chapter in our individual stories. As the summer sun fades, a season of change and self-reflection begins. Long walks on leaf-covered roads, the final harvest, and the crackle of an evening fire — these are the hallmarks of fall. It is a time of contemplation. It is a time to find yourself out in the world.

Ashbury St. can't provide a road map, but we can help you dress for the journey — and maybe even answer the question: Who am I?

Our fall collection brings rugged clothing for an adventurous lifestyle. The Jean jacket, Pseudo-bomber and Concert knit will carry you through the coldest November mornings. The T-shirt line, inspired by the Bay Area scene, is made for intrepid explorers. Finally, we bring it back down to earth with our warm, Clay Turtlenecks — timeless fashion for those who travel their own path.





Are you the Bohemian?

‘Wake now, discover that you are the song that the morning brings’- Robert Hunter

You venture down unknown streets,
drawn to music that pours from open
doors. Summer nights under the open sky
melt into fall fires and whiskey songs. In
the quiet moments in between, you ask
yourself: Are you the Bohemian?



Are you the Beatnik?

Designed for endless road trips and the art they inspire. The Concert knit keeps you warm as you drive across the badlands in the pitch-black night. You travel until dawn, clad in your Prankster T-shirt as the sun warms the car. You pause for coffee to recharge and take a moment to write about the desert, and ask yourself; Are you the Beatnik?





“There was nowhere to go but everywhere, so just keep on rolling under the stars.”
- Jack Kerouac





Are you the Philosopher?

Deep in thought, you drift through the streets as the leaves of autumn fall around you. Pulling your Jean jacket tighter, you keep the warmth around your turtleneck while ideas tumble in your head. As you stop into a cafe, you ask yourself:
Are you the Philosopher?



A full-body photograph of a man with dark, wavy hair and round sunglasses. He is wearing a light blue denim jacket over a tan turtleneck sweater, with a long, bright yellow scarf draped around his neck. He is also wearing dark trousers and a brown leather belt. The background is white with two large, semi-circular teal-colored shapes. In the top-left corner, there is a circular inset showing a close-up of denim fabric. In the bottom-right corner, there is a large black number '7'.

**“My real self wanders
elsewhere, far away,
wanders on and on
invisibly and has
nothing to do
with my life.”
-Hermann Hesse.**



**So, who
are you?**

Find yourself out
in the world...



Dress for the
journey..

With
Ashbury St.