

01 / THE HOUSE STORY

The people. The point of view.



THE BEGINNING

Virgil Abloh

Off-White was founded by Virgil Abloh in 2013. Its identity developed around quotation-based language, industrial references, diagonal graphics, Arrow motifs and a deliberate conversation between streetwear and high fashion. Current Off-White remains an active fashion house. In 2026 the official site also identifies L/AB c/o Off-White as an Off-White LLC trademark and separate named project/line; preserve that wording when encountered rather than automatically collapsing it into ordinary mainline labeling.

FOUNDED

2013

ORIGIN

Milan, Italy / global creative project

WHY THE DETAILS MATTER

Evaluate print and embroidery registration, applique quality, ribbing, hardware, zipper and snap construction, seam finish and fabric weight against the exact release. Deliberate oversized proportions, distressing and graphic irregularity can be design features.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Off-White™

2013

Parent Label / Mainline

Ready-to-wear, footwear, bags, jewelry and accessories.

L/AB c/o Off-White

2026

Named project / line

Project-specific fashion and creative output under the Off-White identity.

Off-White™ is the parent fashion identity. L/AB c/o Off-White is stored as a documented named project/line rather than silently folded into generic mainline labels.

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03 / SELECTED MILESTONES

A story in chapters

2013	Off-White™ House origins · Virgil Abloh
2026	L/AB c/o Off-White Line / house introduction in the cited records

COLLECTION CONTEXT

Off-White was founded by Virgil Abloh in 2013. Its identity developed around quotation-based language, industrial references, diagonal graphics, Arrow motifs and a deliberate conversation between streetwear and high fashion. Current Off-White remains an active fashion house. In 2026 the official site also identifies L/AB c/o Off-White as an Off-White LLC trademark and separate named project/line; preserve that wording when encountered rather than automatically collapsing it into ordinary mainline labeling.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

OFF-WHITE Size M Blue & White Print Polyester Bike Cycle Half Zip T-shirt

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

Diagonal-stripe tag with a wash
symbol marked 40

02 / HOW TO USE IT

Read a number in its visual context. Here 40 appears inside a washing symbol; it should not be copied into the garment-size field.

03 / WHAT TO CHECK NEXT

Photograph the separate size tab and full composition label. Preserve the care symbols together with their wording, rather than treating every number as a product code.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

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<https://www.vogue.com/fashion-shows/designer/off-white>

<https://suigenerisconsignment.com/products/off-white-size-m-blue-white-print-polyester-polyurthane-half-zip-t-shirt>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

- Nordstrom: designer clothing conversion reference
- Maison Margiela: category-specific size guide
- Yohji Yamamoto: measuring garments

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