

Limited Run

2 / 50 / 7

Apparel

two fifty seven

Expression is Essential

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"A house is a machine for living." _ Le Corbusier

Le Corbusier famously observed, "A house is a machine for living." We believe the same goes for clothing, more specifically the t-shirt. Less a machine for living but an essential tool for living. We also believe that a great t-shirt is a symbol of a life well lived.

Living well, being positive, being open minded and living your life in the present are essential attitudes to support your ability to be your best. You deserve the best and in searching for the best we have looked to the modernist architecture movement to reflect our purpose. The modernists worked tirelessly to bring the built form to the forefront of the design world with a purpose that ensured it stood the test of time.

Our eyes are made to see form in light and so light and shade reveal the form. The form of modernist architecture is beautiful in its perceived simplicity yet complex in its structure. It is designed to appear simple, essential, and specific. Its beauty comes from the time, effort and uncompromised approach to creating form at its absolute purest. This is our approach in creating this brand. We believe in the simplicity of the form created by the uncompromised pursuit of excellence in its design. In whatever shape it takes.

Our origin

The name, Two Fifty Seven, was born from the street address of the house where the brand was conceived coupled with the decade in which the t-shirt first rose in popularity. It's serendipitous that we wanted the 50 (fifty) in the name to symbolize the advent of the t-shirt's rise in popularity and as a marker for the era (1950's) from which this brand draws its inspiration.

Our purpose

As creative people, we believe in the power of ideas, expression, and collaboration. Two Fifty Seven apparel is an extension of those beliefs. Made with care, in the heart of Toronto, each limited run garment features the work of different designers, and every sale helps to support non-profit arts programs in the city.