

DEN
13

BRAND SHEET • 2026



THE DEN CODE

Queer men's underwear, leather accessories, bags, and harness-inspired fashion — designed and made for confidence, play, nightlife, and self-expression.

WE MAKE

Jockstraps · handcrafted leather
jocks · leather & chain harnesses ·
jock rings · one-of-one DEN bags

CONTACT

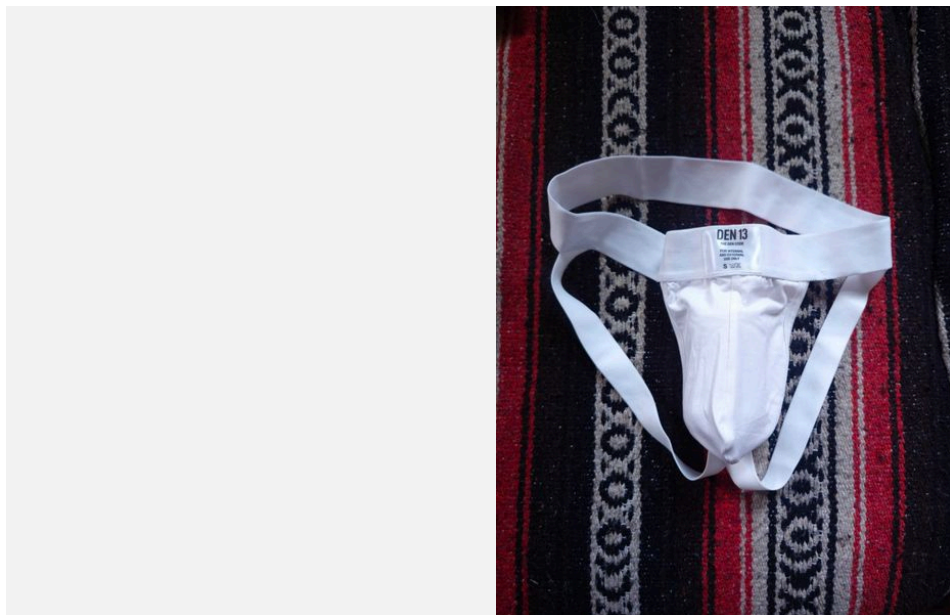
Matt Rumer, designer
810-342-8099
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thedencode.com
@denhaus13



SHOP



INSTAGRAM



DEN Jock

BLACK, WHITE • S-M, M, L, XL

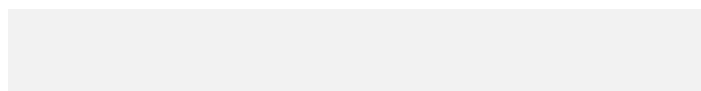
\$35-\$43



Leather Jockstrap — Handcrafted

BROWN, DARK GRAY, SAND, BLACK • M, L, XL

**\$200-
\$260**



Straight C Jock Ring

BLACK, DK BROWN, LT BROWN • S, L, XXL

\$25-\$35



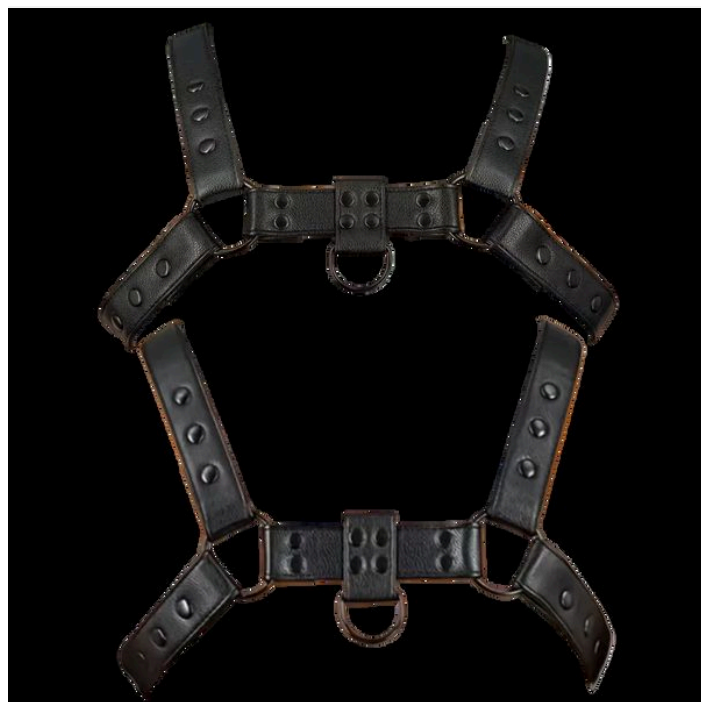
restriction for intermediate players.



Leather Harness — X-Back

BLACK, DK BROWN, BROWN, TAN •
STYLES A-D

~~\$250-~~
\$275



Leather Bulldog Harness

BLACK, DK BROWN, BROWN, TAN • MADE TO
MEASURE

\$275



Chain Harness — X-Back Charlie

SILVER, GOLD, ROSE, CHROME, BLACK •
S, M, L

~~\$150-~~
\$235



Neon Chain Accessory

8 NEON COLORS • I-STYLE, PUP

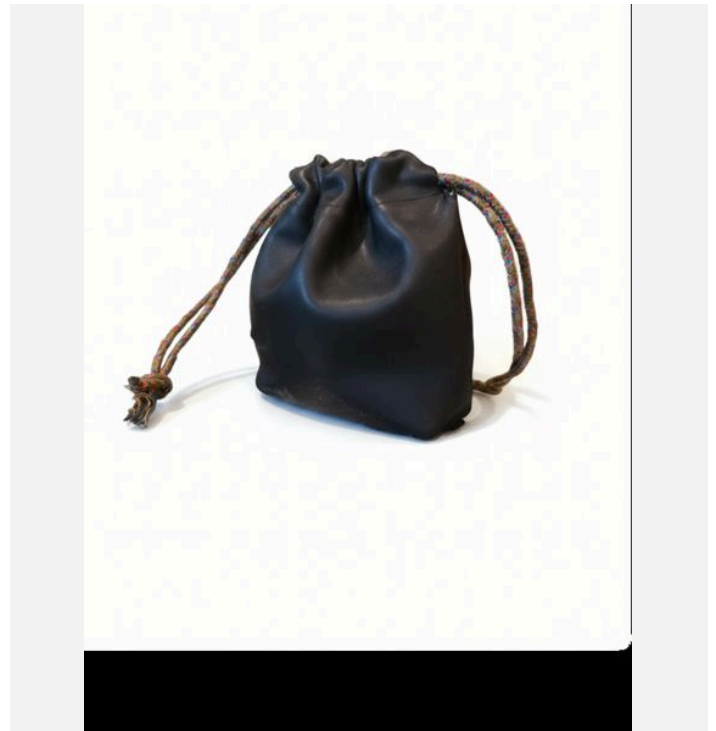
\$100



The Jeffrey

LATIGO LEATHER • ONE SIZE

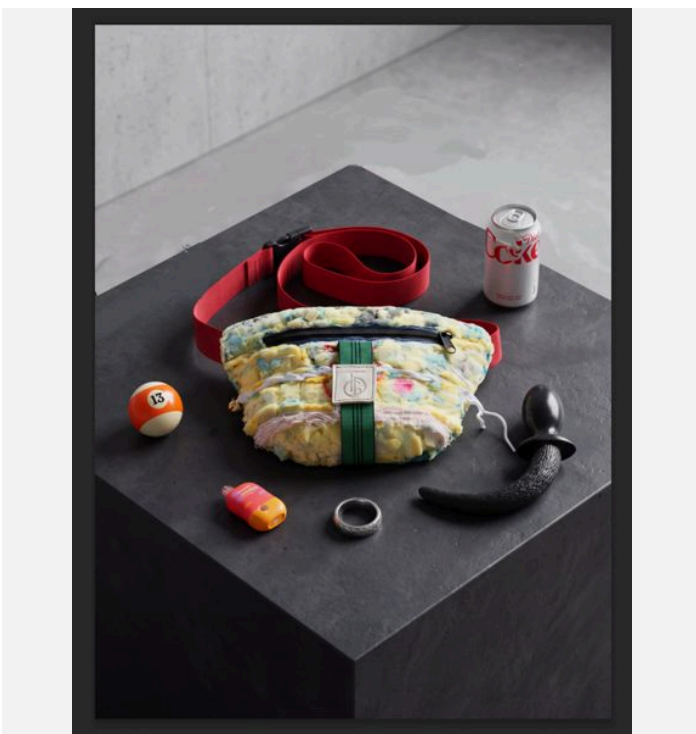
\$250



DEN Latigo Bag

BLACK, BROWNS, DK GRAY • ONE SIZE

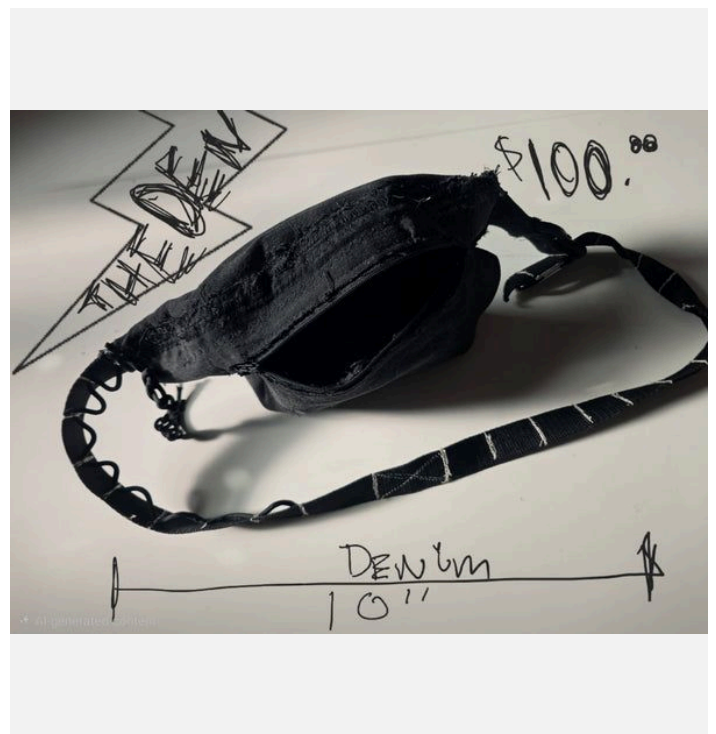
\$80



The Guts Bag

ONE OF ONE • ONE SIZE

\$95



Black on Black Bag

BLACK • ONE SIZE

\$100



Camo 1.0 Bag

REALTREE CAMO • ONE SIZE

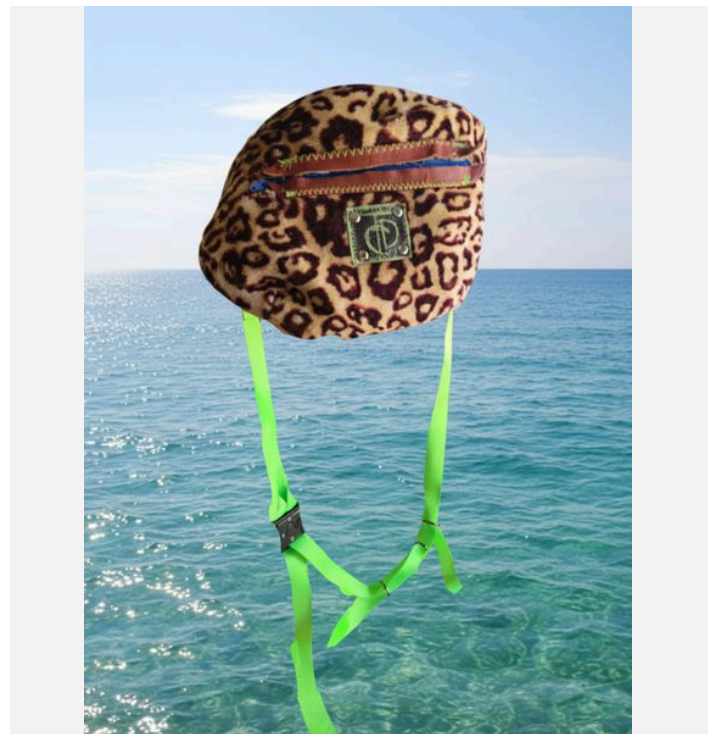
\$90



Blue Square Baux Bag

BLUE • ONE SIZE

\$90



Leopard Print Bag

LEOPARD • ONE SIZE

\$55

Start small. No big buy-in required — try the line on consignment or with a small opening order, and scale up once it sells.

OPTION A • LOWEST RISK

CONSIGNMENT

Split on each sale	60 maker / 40 shop
Upfront cost to you	\$0
Term	60 days
Sales report + payout	monthly, by the 10th
Unsold stock	swapped or picked up

SUGGESTED STARTER: "THE TASTE" • 11 PCS

DEN Jock	6
Jock rings (mixed)	3
DEN bags (2 styles)	2
Retail value ≈ \$455 · your 40% ≈ \$182	

OPTION B • BEST MARGIN

OPENING ORDER

Wholesale price	50% of retail
Your markup	keystone (2×)
Opening minimum	\$250 wholesale
Reorder minimum	none
Payment	on delivery

SUGGESTED OPENING: "THE WALL" • 22 PCS

DEN Jock	12
Jock rings (mixed)	6
DEN bags (3 styles)	3
Leather X-Back harness (display)	1
Retail value ≈ \$1,095 · your cost ≈ \$548	

REORDERS

Stock items in hand within **7 days**.
Made-to-order leather (jocks, harnesses) **2–3 weeks**. Text or DM — no forms needed.

ALSO AVAILABLE

Custom & made-to-measure pieces, trunk shows, pop-up vending, event-specific drops, co-branded runs.

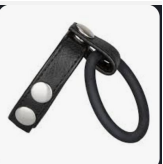
INCLUDED

Hang tags with price & size, care cards, QR display card, restock of best sellers first.

LET'S TALK STOCK.

Matt Rumer • 810-342-8099 • mr.rumer@gmail.com



ITEM / SKU	COLORS	SIZES	RETAIL WHOLESALE			CONSIGN (SHOP 40%)
 DEN Jock DEN-BAS-JOC-WHT-SML	Black, White	S-M, M, L, XL	\$35-\$43	\$18-\$22	\$14-\$17	
 Leather Jockstrap—Handcrafted DEN-FOR13-LJS-1	Brown, Dark Gray, Sand, Black	M, L, XL	\$200-\$260	\$100-\$130	\$80-\$104	
 Leather Harness—X-Back DEN13-FLEAT-A-XHARN-BLACK	Black, Dk Brown, Brown, Tan	Styles A–D	\$250-\$275	\$125-\$138	\$100-\$110	
 Leather Bulldog Harness FORGE13-BULLDOG-MTO-1	Black, Dk Brown, Brown, Tan	Made to measure	\$275	\$138	\$110	
 Chain Harness—X-Back Charlie DEN13-FOHAR-XCHAI-SILVE-S	Silver, Gold, Rose, Chrome, Black	S, M, L	\$150-\$235	\$75-\$118	\$60-\$94	
 Neon Chain Accessory DEN13-FOHA-NEON-ISKY-RED-1	8 neon colors	I-Style, Pup	\$100	\$50	\$40	
 Straight C Jock Ring DEN13-JOCK RINGS-STRAIGHT JOCK RING-BLACK-S	Black, Dk Brown, Lt Brown	S, L, XXL	\$25-\$35	\$12-\$18	\$10-\$14	
 Jock Ring—Lil Boy / Big Boy DEN-JRING-LIL-BLK-S	Black, Dk Brown, Lt Brown	S, M, L, XL	\$30-\$36	\$15-\$18	\$12-\$14	

ITEM / SKU	COLORS	SIZES	RETAIL			CONSIGN (SHOP 40%)
			WHOLESALE			
	Jock Ring — Keeper DEN-DBLT-BLACK-ONE-STAIN-S	Steel, Matte Black, Gunmetal, Copper S-XL · 6 widths	\$30-\$40	\$15-\$20	\$12-\$16	
	DEN Latigo Bag DEN-VERS-DBG-BLK	Black, Browns, Dk Gray	One size	\$80	\$40	\$32
	The Guts Bag OF0-DBAG-SPRT-001	One of one	One size	\$95	\$48	\$38
	Black on Black Bag DEN-BAG-DENI-BLK-001	Black	One size	\$100	\$50	\$40
	Camo 1.0 Bag DEN-FAN-CAM-001	Realtree camo	One size	\$90	\$45	\$36
	Blue Square Baux Bag DEN-BAG-BLU-BAU-	Blue	One size	\$90	\$45	\$36
	Leopard Print Bag DEN-BAG-LEO-001	Leopard	One size	\$55	\$28	\$22
	The Jeffrey DEN-THE-JEFFREY	Latigo leather	One size	\$250	\$125	\$100



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FOR SHOPS AND VENUES

**SMALL OPENING ORDERS · CONSIGNMENT OPTIONS · CUSTOM ORDERS · POP-UPS ·
FAST REORDER SUPPORT**

Let's talk stock, a trunk show, or a collaboration.

thedencode.com · Instagram @denhaus13

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SCAN · VIEW THE COLLECTION

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BRING THE DEN CODE TO YOUR NEXT NIGHT

Jockstraps, leather, accessories, and bold gear for your crowd.

- 01 Pop-up vending
- 02 Door-prize or raffle collaborations
- 03 Event-specific product drops
- 04 Performer / host / staff looks
- 05 Consignment or small retail displays
- 06 Photo and content collaborations



Interested in a Den Code night, vendor table, or product partnership?

Scan the QR code to connect.

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STORE / VENUE

BUYER NAME

DATE

PHONE

EMAIL

INSTAGRAM

TERMS ☐ Wholesale (50%) ☐ Consignment 60/40 ☐ Pop-up / event ☐ Custom

STYLE	WHOLESALE	COLOR	S	M	L	XL	QTY	LINE \$
DEN Jock	\$18-\$22							
Leather Jockstrap — Handcrafted	\$100-\$130							
Leather Harness — X-Back	\$125-\$138							
Leather Bulldog Harness	\$138							
Chain Harness — X-Back Charlie	\$75-\$118							
Neon Chain Accessory	\$50							
Straight C Jock Ring	\$12-\$18							
Jock Ring — Lil Boy / Big Boy	\$15-\$18							
Jock Ring — Keeper	\$15-\$20							
DEN Latigo Bag	\$40							
The Guts Bag	\$48							
Black on Black Bag	\$50							
Camo 1.0 Bag	\$45							
Blue Square Baux Bag	\$45							
Leopard Print Bag	\$28							
The Jeffrey	\$125							

SUBTOTAL

DELIVER / DROP-OFF DATE

FOLLOW-UP DATE

BUYER SIGNATURE

DEN CODE SIGNATURE

NOTES

[illegible]

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DON'T EVER
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THE DEN CODE
LEATHER HARNESS — X-BACK



THE DEN CODE
DEN JOCK



THE DEN CODE
THE GUTS BAG



THE DEN CODE
BLUE SQUARE BAUX BAG

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STOCKISTS - COLLABORATIONS - POP-UPS WELCOME

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PITCH · STORES

“Hi, I'm Matt, the designer behind The Den Code. I make jocks, leather accessories, bags, and harness-inspired pieces for queer men. I'm in Palm Springs meeting shops that serve this customer, and I think these could sell well here. I can keep it low-risk with a small opening order or consignment. Who handles buying, and could I show you a few pieces?”

PITCH · CLUBS, BARS, RESORTS, BATHHOUSES

“Hi, I'm Matt from The Den Code. I make jocks, leather, and gear designed for nightlife and queer men. I'd love to explore a small display, a pop-up during one of your busy nights, or an event collaboration. Who is the right person to talk to about retail, programming, or partnerships?”

THE GOAL ISN'T THE BIG ORDER.

- 1 · Get the decision-maker's name + direct contact
- 2 · Learn their buying process
- 3 · Leave the line sheet
- 4 · Agree on a concrete next step
- 5 · Follow up within 24 hours

LEAD WITH

Consignment (“the taste”, \$0 upfront) → small opening order (“the wall”). Best targets: queer retail, leather stores, bathhouse-style venues, clubs, event partners — lead with jocks, handmade leather, bags, pop-ups.

PACK WITH IT

- ☐ Folder / slim portfolio per meeting
- ☐ 10–20 strongest samples, clean + tagged
- ☐ Display set: jock, harness/accessory, bag
- ☐ Price tags + care cards
- ☐ QR code cards
- ☐ Tape, scissors, Sharpie, clips, safety pins, zip ties
- ☐ Shopify POS + card reader, charger, battery pack
- ☐ Notebook / clipboard
- ☐ 50–100 business cards
- ☐ This packet × each stop

PRINT CHECKLIST

- ☐ Brand sheet — p1 (5–10)
- ☐ Lookbook — p2–5 (3–5 sets, staple)
- ☐ Wholesale sheet — p6 (10)
- ☐ Line sheet — p7–8 (10)
- ☐ Store flyer — p9 (10)
- ☐ Club flyer — p10 (10)
- ☐ Order form — p11 (10)
- ☐ Lead sheet — p12 (3, landscape)
- ☐ Business cards — p13 on cardstock
- ☐ Postcards — p14 + p15 duplex, cardstock