

August 21, 2023, the Board of Directors approved a one-for-25 reverse stock split of its issued and outstanding shares of common stock and a proportional adjustment to the existing conversion ratios for each series of the Company's preferred stock. The reverse stock split became effective as of August 22, 2023. Accordingly, all share and per share amounts for all periods presented in the accompanying consolidated financial statements and notes thereto have been adjusted retroactively, where applicable, to reflect this reverse stock split and adjustment of the preferred stock conversion ratios. A Unaudited Interim Financial Information A The accompanying unaudited condensed consolidated balance sheet as of September 30, 2024, the unaudited condensed consolidated statements of operations for the three and nine months ended September 30, 2024, and 2023 and of cash flows for the nine months ended September 30, 2024 and 2023 have been prepared by the Company, pursuant to the rules and regulations of the SEC for the interim financial statements. Certain information and footnote disclosures normally included in financial statements prepared in accordance with GAAP have been condensed or omitted pursuant to rules and regulations. However, the Company believes that the disclosures are adequate to make the information presented not misleading. The unaudited interim consolidated financial statements have been prepared on a basis consistent with the audited consolidated financial statements and in the opinion of management, reflect all adjustments, consisting of only normal recurring adjustments, necessary for the fair presentation of the consolidated results for the interim periods presented and of the consolidated financial condition as of the date of the interim consolidated balance sheet. The results of operations are not necessarily indicative of the results expected for the year ended December 31, 2024. A The accompanying unaudited interim condensed consolidated financial statements should be read in conjunction with the Company's audited consolidated financial statements and the notes thereto for the year ended December 31, 2023 included in the Company's Annual Form 10-K filed with SEC on April 15, 2024. A Principles of Consolidation A These condensed consolidated financial statements include the accounts of the Company and its wholly-owned subsidiaries Bailey, and Stateside from the dates of acquisition. All inter-company transactions and balances have been eliminated on consolidation. A Discontinued Operations A Certain prior year accounts have been reclassified to conform with current year presentation regarding income (loss) from discontinued operations. A Use of Estimates A The preparation of the Company's financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Significant estimates and assumptions reflected in these financial statements include, but are not limited to, inventory, impairment of long-lived assets, contingent consideration and derivative liabilities. The Company bases its estimates on historical experience, known trends and other market-specific or other relevant factors that it believes to be reasonable under the circumstances. On an ongoing basis, management evaluates its estimates when there are changes in circumstances, facts and experience. Changes in estimates are recorded in the period in which they become known. Actual results could differ from those estimates. A 9 Table of Contents A Cash and Equivalents and Concentration of Credit Risk A The Company considers all highly liquid securities with an original maturity of less than six months to be cash equivalents. As of September 30, 2024, and December 31, 2023, the Company did not hold any cash equivalents. The Company's cash and cash equivalents in bank deposit accounts, at times, may exceed federally insured limits of \$250,000. A Fair Value of Financial Instruments A The Company's financial instruments consist of cash and cash equivalents, prepaid expenses, accounts payable, accrued expenses, due to related parties, related party note payable, and convertible debt. The carrying value of these assets and liabilities is representative of their fair market value, due to the short maturity of these instruments. A Accounts Receivable and Expected Credit Loss A We carry our accounts receivable at invoiced amounts less allowances for customer credit losses and other deductions to present the net amount expected to be collected on the financial asset. All receivables are expected to be collected within one year of the consolidated balance sheet. We do not accrue interest on the trade receivables. Management evaluates the ability to collect accounts receivable based on a combination of factors. Receivables are determined to be past due based on individual credit terms. An allowance for credit losses is maintained based on the length of time receivables are past due, historical collections, or the status of a customer's financial position. Receivables are written off in the year deemed uncollectible after efforts to collect the receivables have proven unsuccessful. We do not have any off-balance sheet credit exposure related to our customers. A We periodically review accounts receivable, estimate an allowance for bad debts, and simultaneously record the appropriate expense in the statement of operations. Such estimates are based on general economic conditions, the financial conditions of customers, and the amount and age of past due accounts. Past due accounts are written off against that allowance only after all collection attempts have been exhausted and the prospects for recovery are remote. Recoveries of accounts receivable previously written off are recorded as income when received. The Company provides credit to its customers in the normal course of business and has established credit evaluation and monitoring processes to mitigate credit risk. A As of September 30, 2024, and December 31, 2023, the Company determined an allowance for credit losses of \$51,552 and \$41,854, respectively. A Inventory A Inventory is stated at the lower of cost or net realizable value and accounted for using the weighted average cost method for DSTLD and first-in, first-out method for Bailey, Stateside and Sundry. The inventory balances as of September 30, 2024 and December 31, 2023 consist substantially of finished good products purchased or produced for resale, as well as any raw materials the Company purchased to modify the products and work in progress. A Inventory consisted of the following: A SCHEDULE OF INVENTORY A September 30, A December 31, A 2024 A 2023 A Raw materials A \$722,963 A \$695,580 A Work in process A \$68,432 A \$585,387 A Finished goods A \$3,709,123 A \$3,568,633 A Inventory A \$5,040,518 A \$4,849,600 A Goodwill A Goodwill and identifiable intangible assets that have indefinite useful lives are not amortized, but instead are tested annually for impairment and upon the occurrence of certain events or substantive changes in circumstances. The annual goodwill impairment test allows for the option to first assess qualitative factors to determine whether it is more likely than not that the fair value of a reporting unit is less than its carrying amount. An entity may choose to perform the qualitative assessment on none, some or all of its reporting units or an entity may bypass the qualitative assessment for any reporting unit and proceed directly to step one of the quantitative impairment test. If it is determined, on the basis of qualitative factors, that the fair value of a reporting unit is, more likely than not, less than its carrying value, the quantitative impairment test is required. A 10 Table of Contents A Annual Impairment A At December 31, 2023, management determined that certain events and circumstances occurred that indicated that the carrying value of the Company's brand name assets, and the carrying amount of the reporting units, pertaining to Bailey44, Stateside and Sundry may not be recoverable. The qualitative assessment was primarily due to reduced or stagnant revenues of both entities as compared to the Company's initial projections at the time of each respective acquisition, as well as the entities' liabilities in excess of assets. Upon the quantitative analysis performed, the Company determined that the fair value of the intangible assets and reporting units were greater than the respective carrying values. As such, no impairment was recorded. The Company utilized the enterprise value approach in the impairment tests of each reporting unit in 2023. A At September 30, 2024, management determined that indicators of impairment existed with regards to the Bailey44 reporting unit. The qualitative assessment was primarily due to reduced revenues of Bailey44 as compared to the Company's projections, as well as the entity's liabilities in excess of assets. As such, the Company recorded an impairment to intangible assets of \$600,000. A Net Loss per Share A Net earnings or loss per share is computed by dividing net income or loss by the weighted-average number of common shares outstanding during the period, excluding shares subject to redemption or forfeiture. The Company presents basic and diluted net earnings or loss per share. Diluted net earnings or loss per share reflect the actual weighted average of common shares issued and outstanding during the period, adjusted for potentially dilutive securities outstanding. Potentially dilutive securities are excluded from the computation of the diluted net loss per share if their inclusion would be anti-dilutive. As all potentially dilutive securities are anti-dilutive as of September 30, 2024 and 2023, diluted net loss per share is the same as basic net loss per share for each year. Potentially dilutive items outstanding as of September 30, 2024 and 2023 are as follows: A SCHEDULE OF POTENTIALLY DILUTIVE ITEMS OUTSTANDING A 2024 A 2023 A September 30, A December 31, A 2024 A 2023 A Series A convertible preferred stock A \$27,097 A \$27,097 A Series C convertible preferred stock A \$74,949 A \$321,394 A Common stock warrants A \$2,285,051 A \$237,746 A Stock options A \$1,566 A \$1,558 A Total potentially dilutive shares A \$2,388,663 A \$587,795 A The stock options and warrants above are out-of-the-money as of September 30, 2024 and 2023. A Recent Accounting Pronouncements A In January 2024, the Company adopted ASU 2020-06, Debt with Conversion and Other Options (Subtopic 470-20) and Derivatives and Hedging Contracts in an Entity's Own Equity (Subtopic 815-40): Accounting for Convertible Instruments and Contracts in an Entity's Own Equity. This ASU addresses the complexity of certain guidance for convertible instruments and contracts in an entity's own equity. The ASU is effective for public business entities that meet the definition of an SEC filer, excluding entities eligible to be smaller reporting companies as defined by the SEC, for fiscal years beginning after December 15, 2021, including interim periods within those fiscal years. For all other entities, the ASU will be effective for fiscal years beginning after December 15, 2023, including interim periods within those fiscal years. The ASU did not have a material impact on the consolidated financial statements. A Management does not believe that any other recently issued, but not yet effective, accounting standards could have a material effect on the accompanying financial statements. As new accounting pronouncements are issued, the Company will adopt those that are applicable under the circumstances. A The following accounting pronouncements have been issued as of May 20, 2024 but are not yet effective and may affect the future financial reporting by the Company: A ASU 2022-03, Fair Value Measurement (Topic 820): Fair Value Measurement of Equity Securities Subject to Contractual Sale Restrictions: The ASU is intended to clarify the guidance when measuring the fair value of an equity security subject to contractual restrictions that prohibit the sale of the security. For public business entities, the amendments in ASU 2022-03 are effective for fiscal years beginning after December 15, 2023, and interim periods within those fiscal years. For all other entities, the ASU is effective for fiscal years beginning after December 15, 2024, and interim periods within those fiscal years. A 11 Table of Contents A NOTE 4: DUE FROM FACTOR A Due to/from factor consist of the following: A SCHEDULE OF DUE TO/ FROM FACTOR A September 30, A December 31, A 2024 A 2023 A Outstanding receivables A \$5,236,437 A \$4,758,492 A Without recourse A \$916,045 A \$808,233 A With recourse A \$18,994 A \$99,055 A Maturity dates A \$5,043,392 A \$5,321,400 A Advances A \$551,813 A \$483,187 A Credits due customers A \$151,611 A \$151,611 A Due from factor, net A \$438,269 A \$337,811 A NOTE 5: GOODWILL AND INTANGIBLE ASSETS A The following is a summary of goodwill attributable to each business combination: A SCHEDULE OF GOODWILL ATTRIBUTABLE TO EACH BUSINESS COMBINATION A September 30, A December 31, A 2024 A 2023 A Bailey A \$3,158,123 A \$3,158,123 A Stateside A \$2,104,056 A \$2,104,056 A Sundry A \$3,711,322 A \$3,711,322 A Goodwill A \$8,973,501 A \$8,973,501 A The following table summarizes information relating to the Company's identifiable intangible assets as of September 30, 2024: 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of the holders of common stock are subject to and qualified by the rights, powers, and preferences of preferred stockholders. A 14 Table of Contents A 2024 Transactions A During the nine months ended September 30, 2024, the Company issued 1,200,593 shares of common stock pursuant to an At-The-Market Offering Agreement for an at-the-market offering (the "ATM Agreement") with H.C. Wainwright & Co., LLC, as sales agent (the "Wainwright Agent"). The Company received net proceeds of \$2,478,719 pursuant to the ATM Agreement. A During the nine months ended September 30, 2024, the Company issued an aggregate of 129,110 shares of common stock pursuant to services and conversion of accounts payable totaling a fair value of \$312,634. A During the nine months ended September 30, 2024, 3,442 shares of Series C Convertible Preferred Stock converted into 192,027 shares of common stock. A As previously reported, the Company entered into a securities purchase agreement with an accredited investor (the "Investor"), pursuant to which the Company issued on September 5, 2023 those certain Series A warrants to purchase 513,875 shares of common stock and Series B warrants to purchase 513,875 shares of common stock (collectively, the "Existing Warrants"), amongst other securities. A On May 3, 2024, the Company entered into that certain inducement offer to exercise common stock purchase warrants with the Investor (the "Inducement Agreement"), pursuant to which (i) the Company agreed to lower the exercise price of the Existing Warrants to \$3.13 per share and (ii) the Investor agreed to exercise the Existing Warrants into 1,027,750 shares of common stock (the "Exercise Shares") by payment of the aggregate exercise price of \$3,216,857.50 (gross proceeds before expenses, including but not limited to fees to H.C. Wainwright & Co., LLC (the "Placement Agent"), the exclusive placement agent in connection therewith). The closing occurred on May 7, 2024. Through September 30, 2024, the Company had exercised 378,750 of the 1,027,750 warrants at the amended exercise price of \$3.13 per share. The Company received the entire gross proceeds of \$3,216,857 in May 2024, which represents the exercise of the entire 1,027,750 warrants at the \$3.13 exercise price. The Company received net proceeds of \$2,877,475 after placement agent fees and expenses. The Company also exercised 649,000 warrants which were prefunded through PIPE offerings in the third quarter of 2023. A In May 2024, the Company converted the outstanding principal and accrued interest of \$313,816 owed to Gynger for 106,020 shares of common stock. A Series A Convertible Preferred Stock A On September 29, 2022, the Company filed the Certificate of Designation designating up to 6,800 shares out of the authorized but unissued shares of its preferred stock as Series A Convertible Preferred Stock. A Except for stock dividends or distributions for which adjustments are to be made pursuant to the Certificate of Designation, the holders of the Series A Preferred Stock (the "Holders") shall be entitled to receive, and the Company shall pay, dividends on shares of the Series A Preferred Stock equal (on an as-if-converted-to-Common-Stock basis) to and in the same form as dividends actually paid on shares of the Common Stock when, as and if such dividends are paid on shares of the Common Stock. No other dividends shall be paid on shares of the Series A Preferred Stock. A With respect to any vote with the class of Common Stock, each share of the Series A Preferred Stock shall entitle the Holder thereof to cast that number of votes per share as is equal to the number of shares of Common Stock into which it is then convertible. A The Series A Preferred Stock shall rank (i) senior to all of the Common Stock; (ii) senior to any class or series of capital stock of the Company hereafter created specifically ranking by its terms junior to any Preferred Stock (the "Junior Securities"); (iii) on parity with any class or series of capital stock of the Corporation created specifically ranking by its terms on parity with the Preferred Stock (the "Parity Securities"); and (iv) junior to any class or series of capital stock of the Company hereafter created specifically ranking by its terms senior to any Preferred Stock (the "Senior Securities"), in each case, as to dividends or distributions of assets upon liquidation, dissolution or winding up of the Company, whether voluntarily or involuntarily. A Each share of the Series A Preferred Stock shall be convertible, at any time and from time to time from and after September 29, 2022 at the option of the Holder thereof, into that number of shares of Common Stock determined by dividing the Stated Value of such share of the Series A Preferred Stock (\$1,000 as of September 29, 2022) by the Conversion Price. The conversion price for each share of the Series A Preferred Stock is the closing price of the Common Stock on September 29, 2022, which was \$9.30. A As of September 30, 2024 and December 31, 2023, there were 6,300 shares of Series A Convertible Preferred Stock issued and outstanding. A 15 Table of Contents A Series C Convertible Preferred Stock A On June 21, 2023, the Company, on the one hand, and Moise Emquies, George Levy, Matthieu Leblan, Carol Ann Emquies, Jenny Murphy and Elodie Crichi (collectively, the "Sundry Investors"), on the other hand, executed a Securities Purchase Agreement (the "Sundry SPA") whereby the Company issued 5,761 shares of Series C Convertible Preferred Stock, par value \$0.0001 per share (the "Series C Preferred Stock") to the Sundry Investors at a purchase price of \$1,000 per share. The Series C Preferred Stock is convertible into a number of shares of the Company's Common Stock equal to \$1,000 divided by an initial conversion price of \$0.717 which represents the lower of (i) the closing price per share of the Common Stock as reported on the Nasdaq on June 20, 2023, and (ii) the average closing price per share of Common Stock as reported on the Nasdaq for the five trading days preceding June 21, 2023. The shares of Series C Preferred Stock were issued in consideration for the cancellation of certain promissory notes issued by the Company to the Sundry Investors dated December 30, 2022 (the "Sundry Loan Documents"). The following is a summary of the rights and preferences of the Series C Convertible Preferred Stock. A On June 21, 2023, the Company filed the Certificate of Designation with the Secretary of State for the State of Delaware designating up to 5,761 shares out of the authorized but unissued shares of its preferred stock as Series C Convertible Preferred Stock. The following is a summary of the principal terms of the Series C Preferred Stock. A Except for stock dividends or distributions for which adjustments are to be made pursuant to the Certificate of Designation, the holders of the Series C Preferred Stock (the "Series C Holders") shall be entitled to receive, and the Company shall pay, dividends on shares of the Series C Preferred Stock equal (on an as-if-converted-to-Common-Stock basis) to and in the same form as dividends actually paid on shares of the Common Stock when, as and if such dividends are paid on shares of the Common Stock. No other dividends shall be paid on shares of the Series C Preferred Stock. A The Series C Holders are entitled to vote as a class as expressly provided in the Certificate of Designation. The Series C Holders are also entitled to vote with the holders of shares of Common Stock, voting together as one class, on all matters in which the Series C Holders are permitted to vote with the class of shares of Common Stock. A With respect to any vote with the class of Common Stock, each share of the Series C Preferred Stock shall entitle the Holder thereof to cast that number of votes per share as is equal to the number of shares of Common Stock into which it is then convertible (subject to the ownership limitations specified in the Certificate of Designation) using the record date for determining the stockholders of the Company eligible to vote on such matters as the date as of which the conversion price is calculated. A The Series C Preferred Stock shall rank (i) senior to all of the Common Stock; (ii) senior to Junior Securities; (iii) on parity with Parity Securities; and (iv) junior to Senior Securities, in each case, as to dividends or distributions of assets upon liquidation, dissolution or winding up of the Company, whether voluntarily or involuntarily. Subject to any superior liquidation rights of the holders of any Senior Securities of the Company and the rights of the Company's existing and future creditors, upon a Liquidation, each Holder shall be entitled to be paid out of the assets of the Company legally available for distribution to stockholders, prior and in preference to any distribution of any of the assets or surplus funds of the Company to the holders of the Common Stock and Junior Securities and pari passu with any distribution to the holders of Parity Securities, an amount equal to the Stated Value (as defined in the Certificate of Designation) for each share of the Series C Preferred Stock held by such Holder and an amount equal to any accrued and unpaid dividends thereon, and hereafter the Series C Holders shall be entitled to receive out of the assets, whether capital or surplus, of the Company the same amount that a holder of Common Stock would receive if the Series C Preferred Stock were fully converted (disregarding for such purposes any conversion limitations hereunder) to Common Stock which amounts shall be paid pari passu with all holders of Common Stock. A Each share of the Series C Preferred Stock shall be convertible, at any time and from time to time from and after June 21, 2023 at the option of the Holder thereof, into that number of shares of Common Stock determined by dividing the Stated Value of such share of the Series C Preferred Stock (\$1,000 as of June 21, 2023) by the Conversion Price. The conversion price for each share of the Series C Preferred Stock is \$0.717, which is the lower of (a) the closing price per share of the Common Stock as reported on the NasdaqCM on June 20, 2023 (the trading day before the date of the Sundry SPA), and (b) the average closing price per share of Common Stock as reported on the NasdaqCM for the five trading days preceding the date of the Sundry SPA, subject to adjustment herein (the "Series C Conversion Price"). A The Company has the option to redeem any or all of the then outstanding Series C Preferred Stock at 112% of the then Stated Value any time after June 21, 2023 and so long as there is an effective Registration Statement covering the shares issuable upon conversion of the Series C Preferred Stock. A In October 2023, 975 shares of Series C Convertible Preferred Stock converted into 54,394 shares of common stock. A During the nine months ended September 30, 2024, 3,442 shares of Series C Convertible Preferred Stock converted into 192,027 shares of common stock. A 16 Table of Contents A NOTE 8: RELATED PARTY TRANSACTIONS A As of September 30, 2024 and December 31, 2023, amounts due to related parties were \$426,921 and \$400,012, respectively. The advances are unsecured, non-interest bearing and due on demand. Amounts due to related parties consist of current and former executives, and a board member. The related party balances are with a former officer, current director and the Chief Executive Officer. A NOTE 9: SHARE-BASED PAYMENTS A Common Stock Warrants A A summary of information related to common stock warrants for the nine months ended September 30, 2024 is as follows: A SUMMARY OF INFORMATION RELATED TO COMMON STOCK WARRANTS A A Common A Weighted A A Stock A Average A A Warrants A Exercise Price A Outstanding - December 31, 2023 A A 1,180,220 A A \$25.40 A Granted A A 2,132,581 A A 2.92 A Exercised A A (1,027,750) A A 3.13 A Forfeited A A A A Outstanding - September 30, 2024 A A 2,285,051 A A \$11.60 A A A A A A Exercisable at December 31, 2023 A A 1,180,220 A A \$25.40 A Exercisable at September 30, 2024 A A 2,285,051 A A \$11.60 A A Stock Options A As of September 30, 2024 and December 31, 2023, the Company had 1,566 stock options outstanding with a weighted average exercise price of \$9,050 per share. A Stock-based compensation expense of \$1,061 and \$101,417 was recognized for the three months ended September 30, 2024 and 2023, respectively and \$169,261 and \$308,511 was recognized for the nine months ended September 30, 2024 and 2023. During the nine months ended September 30, 2024 and 2023, \$23,998 and \$43,197 was recorded to sales and marketing expense, and all other stock compensation was included in general and administrative expense in the condensed consolidated statements of operations. Total unrecognized compensation cost related to non-vested stock option awards as of September 30, 2024 amounted to \$353 and will be recognized over a weighted average period of 0.03 years. A NOTE 10: LEASE OBLIGATIONS A Rent is classified by function on the consolidated statements of operations either as general and administrative, sales and marketing, or cost of revenue. A The Company determines whether an arrangement is or contains a lease at inception by evaluating potential lease agreements including services and operating agreements to determine whether an identified asset exists that the Company controls over the term of the arrangement. Lease commencement is determined to be when the lessor provides access to, and the right to control, the identified asset. A The rental payments for the Company's leases are typically structured as either fixed or variable payments. Fixed rent payments include stated minimum rent and stated minimum rent with stated increases. The Company considers lease payments that cannot be predicted with reasonable certainty upon lease commencement to be variable lease payments, which are recorded as incurred each period and are excluded from the calculation of lease liabilities. A 17 Table of Contents A Management uses judgment in determining lease classification, including determination of the economic life and the fair market value of the identified asset. The fair market value of the identified asset is generally estimated based on comparable market data provided by third-party sources. A In January 2023, the Company entered into a lease agreement extension for its corporate office and distribution center in Vernon, California that expires on January 31, 2025. The lease has monthly base rent payments of \$12,000. The Company recognized a right of use asset of \$31,597 and lease liability of \$170,002 using a discount rate of 10.0%. A In September 2023, the Company entered into a lease agreement extension for a showroom space in Los Angeles, California that commences in March 2023 which expired in September 2024. The lease had a monthly base rent of \$25,000. The Company initially recognized a right of use asset of \$658,091 and lease liability of \$1,040,812 using a discount rate of 10.0%. A In April 2024, the Company entered into a lease agreement extension for a retail outlet space in Allen, Texas that commences in April 2024 and expires in April 2027. The lease has a monthly base rent of \$13,261. The Company recognized a right of use asset of \$425,634 and lease liability of \$425,634, using a discount rate of 10.0%. A The following is a summary of operating lease assets and liabilities: A SUMMARY OF OPERATING LEASE ASSETS AND LIABILITIES A A September 30, A A December 31, A A Operating leases A 2024 A 2023 A A A A A A Assets A A A A A A ROU operating lease assets A \$365,246 A A \$689,688 A A A A A A A A Liabilities A A A A A A A A Current portion of operating lease A A 899,726 A A 1,210,814 A A Non Current portion of lease liability A A 313,723 A A A Total operating lease liabilities A \$1,213,449 A A \$1,210,814 A A Operating leases A September 30, 2024 A A December 31, 2023 A A A A A A Weighted average remaining lease term (years) A A 0.75 A A 1.00 A A Weighted average discount rate A A 10.00% A A 10.00% A A SUMMARY OF OPERATING LEASE OBLIGATIONS A A September 30, 2024 A Future minimum payments A \$1,282,975 A Less imputed interest A (69,526) A Total lease obligations A \$1,213,449 A A NOTE 11: CONTINGENCIES A We are currently involved in, and may in the future be involved in, legal proceedings, claims, and government investigations in the ordinary course of business. These include proceedings, claims, and investigations relating to, among other things, regulatory matters, commercial matters, intellectual property, competition, tax, employment, pricing, discrimination, consumer rights, personal injury, and property rights. These matters also include the following: A On March 21, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$43,501. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company does not believe it is probable that the losses in excess of such trade payables will be incurred. A On February 7, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$182,400. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company settled for \$250,000 in October 2024, which included additional legal costs. A In August 2020 and March 2021, two lawsuits were filed against Bailey's by third-party's related to prior services rendered. The claims (including fines, fees, and legal expenses) total an aggregate of \$96,900. Both matters were settled in February 2022 and are on payment plans which will be paid off in the second quarter of 2025. A On December 21, 2020, a Company investor filed a lawsuit against DBG for reimbursement of their investment totaling \$100,000. Claimed amounts are included in short-term convertible note payable in the accompanying consolidated balance sheets and the Company does not believe it is probable that losses in excess of such short-term note payable will be incurred. The Company is actively working to resolve this matter. A On November 16, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$345,384, which represents past due fees and late fees. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred. A On November 15, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$582,208, which represents double damages. The amount due to the vendor is \$292,604. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred. A On December 21, 2023, a former employee from over two years ago filed a wrongful termination lawsuit against the Company. The Company is disputing this claim. To this point, this same law firm recently sent a demand letter for another wrongful termination of a temporary worker we used from a third party placement agency. This person was not a Company employee at any time. A A vendor filed a lawsuit against Bailey 44 related to a retail store lease in the amount of \$1.5 million. The Company is disputing the claim for damages and the matter is ongoing. The vendor has recently updated the claim to now be \$450,968 after signing a long-term lease with another brand for this location. The Company is disputing this new amount after review of the lease. A All claims above, to the extent management believes it will be liable, have been included in accounts payable and accrued expenses and other liabilities in the accompanying consolidated balance sheet as of September 30, 2024. A Depending on the nature of the proceeding, claim, or investigation, we may be subject to monetary damage awards, fines, penalties, or injunctive orders. Furthermore, the outcome of these matters could materially adversely affect our business, results of operations, and financial condition. The outcomes of legal proceedings, claims, and government investigations are inherently unpredictable and subject to significant judgment to determine the likelihood and amount of loss related to such matters. While it is not possible to determine the outcomes, we believe based on our current knowledge that the resolution of all such pending matters will not, either individually or in the aggregate, have a material adverse effect on our business, results of operations, cash flows, or financial condition. A Except as may be set forth above the Company is not a party to any legal proceedings, and the Company is not aware of any claims or actions pending or threatened against us. In the future, the Company might from time to time become involved in litigation relating to claims arising from its ordinary course of business, the resolution of which the Company does not anticipate would have a material adverse impact on our financial position, results of operations or cash flows. A 18 Table of Contents A NOTE 12: SUBSEQUENT EVENTS A As previously reported, the Company and various purchasers (the "Investors") executed a securities purchase agreement (the "SPA") on or around April 7, 2023, whereby the Investors purchased from the Company promissory notes in the aggregate principal amount of approximately \$2,500,000 (the "Original Notes"), and the remaining balances of such Original Notes as of October 1, 2023, were exchanged by the Investors for replacement promissory notes issued on October 1, 2023, in the aggregate principal amount of approximately \$1,789,668.37 (the "Exchange Notes"). In addition, as previously reported, the Company entered into settlement agreements with the Investors (each a "Settlement Agreement") on May 24, 2024, pursuant to which the Company agreed to pay aggregate cash payments equal to \$1,789,668.37 to extinguish all obligations and claims under

the SPA, Original Notes, and Exchange Notes, as follows: (i) \$500,000.00 on or before May 28, 2024 and (ii) \$1,289,668.37 on or before September 30, 2024 (the "Final Payment"). On October 3, 2024, the Company entered into amendments to each Settlement Agreement with the Investors (each an "Amendment"), whereby the Final Payment due date was extended to October 31, 2024. On November 1, 2024, the Company entered into a second amendment to each Settlement Agreement with the Investors (each an "Amendment"), whereby the Final Payment due date was extended to November 4, 2024. On November 4, 2024, the Company paid the Final Payment to extinguish all obligations and claims under the SPA, Original Notes, and Exchange Notes. Between October 3, 2024 and October 15, 2024, the Company issued 1,311,345 shares of the Company's common stock (the "Shares") to a certain note holder upon conversion of a portion of their promissory note originally issued by the Company on or around October 1, 2023 (the "Note"). On October 16, 2024, the Company became aware that the issuance of the Shares was in error and not permitted under the terms of the Note due to the requirement thereunder that stockholder approval be obtained prior to the issuance of more than 19.9% of the Company's pre-transaction shares outstanding upon conversion(s) of the Note, as referenced and specifically required under Nasdaq Listing Rule 5635(d). The Company then notified the note holder that the Shares must be returned to the Company's transfer agent for cancellation. Accordingly, the note holder is in the process of returning the Shares to the Company's transfer agent for cancellation. Upon cancellation of the Shares, the Company's issued and outstanding common stock count will decrease by 1,311,345 shares. The Company is in communications with The Nasdaq Stock Market LLC regarding the aforementioned erroneous issuance of the Shares and subsequent remediation actions. On November 5, 2024, the Holder facilitated the cancellation of 1,311,345 shares of the Company's common stock in accordance with the Company's remediation plan. A Completion of offering Common Stock and Pre-Funded Warrants. On October 28, 2024, the Company entered into securities purchase agreements (the "Purchase Agreements") with certain accredited investors named therein (the "Purchasers"), pursuant to which the Company agreed to issue and sell, in a best efforts offering (the "Offering"): (i) 6,233,650 shares of common stock (the "Common Stock"), at a purchase price of \$0.10 per share of Common Stock, and (ii) 24,109,350 pre-funded warrants (the "Pre-Funded Warrants") to purchase Common Stock, at a purchase price of \$0.0999 per Pre-Funded Warrant, immediately exercisable at an exercise price of \$0.0001 per share. The Purchase Agreement contains customary representations and warranties and agreements of the Company and the Purchasers and customary indemnification rights and obligations of the parties. The Offering closed on October 30, 2024. The Company offered Pre-Funded Warrants to those Purchasers whose purchase of Common Stock in the Offering would have resulted in the Purchaser, together with its affiliates and certain related parties, beneficially owning more than 4.99% (or at the election of the Purchaser, 9.99%) of our Common Stock immediately following the consummation of the Offering in lieu of the Common Stock that would otherwise result in ownership in excess of 4.99% (or at the election of the purchaser, 9.99%) of the outstanding Common Stock of the Company. The Pre-Funded Warrants may be exercised commencing on the issuance date and do not expire. The Pre-Funded Warrants are exercisable for cash; provided, however that they may be exercised on a cashless exercise basis if, at the time of exercise, there is no effective registration statement registering, or no current prospectus available for, the issuance or resale of the Common Stock issuable upon exercise of the Pre-Funded Warrants. The Common Stock, the Pre-Funded Warrants, and the Common Stock issuable upon exercise of the Pre-Funded Warrants were offered pursuant to a registration statement on Form S-1 as filed with the SEC on October 24, 2024, as amended, and was declared effective on October 28, 2024 (the "Registration Statement"). RBW Capital Partners LLC, acting through Dominari Securities LLC (the "Placement Agent"), acted as the exclusive placement agent for the Offering pursuant to a Placement Agency Agreement dated October 28, 2024 (the "Placement Agency Agreement") and between the Company and the Placement Agent. The Offering resulted in gross proceeds to the Company of approximately \$3,000,000, before deducting placement agent fees and commissions and other offering expenses, and excluding proceeds to the Company, if any, that may result from the future exercise of the Pre-Funded Warrants issued in the Offering. As compensation to the Placement Agent, as the exclusive placement agent in connection with the Offering, the Company paid to the Placement Agent a cash fee of 8.0% of the aggregate gross proceeds raised in the Offering, a non-accountable expense allowance of 1.0% of the aggregate gross proceeds raised in the Offering, reimbursement of up to \$50,000 for expenses of legal counsel and other actual out-of-pocket expenses, and up to \$15,950 for clearing agent closing costs. A Table of Contents. ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS. The following discussion and analysis of our financial condition and results of operations should be read in conjunction with the historical financial statements of the relevant entities and the pro forma financial statements and the notes thereto included elsewhere in this Form 10-Q. This discussion and analysis contains forward-looking statements that involve risks and uncertainties. Our actual results may differ materially from those anticipated in these forward-looking statements as a result of various factors, including those set forth under "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements." Unless otherwise indicated by the context, references to "DBG" refer to Digital Brands Group, Inc. solely, and references to the "Company," "we," "us," "our," "Bailey," "Stateside" and similar terms refer to Digital Brands Group, Inc., together with its wholly-owned subsidiaries Bailey 44, LLC (the "Bailey"), MOSBEST, LLC (the "Stateside") and Sunnyside (the "Sunnyside"). Some of the statements contained in this discussion and analysis or set forth elsewhere in this Quarterly Report on Form 10-Q, including information with respect to our plans and strategy for our business, constitute forward looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. We have based these forward-looking statements on our current expectations and projections about future events. The following information and any forward-looking statements should be considered in light of factors discussed elsewhere in this Quarterly Report on Form 10-Q, particularly including those risks identified in Part II-Item 1A "Risk Factors" and our other filings with the SEC. Our actual results and timing of certain events may differ materially from the results discussed, projected, anticipated, or indicated in any forward-looking statements. We caution you that forward-looking statements are not guarantees of future performance and that our actual results of operations, financial condition and liquidity, and the development of the industry in which we operate may differ materially from the forward-looking statements contained in this Quarterly Report on Form 10-Q. Statements made herein are as of the date of the filing of this Form 10-Q with the SEC and should not be relied upon as of any subsequent date. Even if our results of operations, financial condition and liquidity, and the development of the industry in which we operate are consistent with the forward-looking statements contained in this Quarterly Report on Form 10-Q, they may not be predictive of results or developments in future periods. We disclaim any obligation, except as specifically required by law and the rules of the SEC, to publicly update or revise any such statements to reflect any change in our expectations or in events, conditions or circumstances on which any such statements may be based or that may affect the likelihood that actual results will differ from those set forth in the forward-looking statements. A Table of Contents. Business Overview. Recent Developments. Nasdaq Listing. On October 2, 2024, the Company received a letter from the Staff of Nasdaq notifying the Company that the Staff has determined to delist the Company's common stock from Nasdaq at the opening of business on October 11, 2024, based on the Company's failure to maintain a minimum bid price of \$1 per share per Listing Rule 5550(a)(2), unless the Company requests an appeal of such determination by October 9, 2024. The Company submitted the appeal request to Nasdaq on October 9, 2024. Nasdaq granted a hearing of the appeal to be held on December 3, 2024. The Company and various purchasers (the "Investors") executed a securities purchase agreement (the "SPA") on or around April 7, 2023, whereby the Investors purchased from the Company promissory notes in the aggregate principal amount of approximately \$2,500,000 (the "Original Notes"), and the remaining balances of such Original Notes as of October 1, 2023, were exchanged by the Investors for replacement promissory notes issued on October 1, 2023, in the aggregate principal amount of approximately \$1,789,668.37 (the "2023 Notes"). On May 24, 2024, the Company entered into settlement agreements with the Investors (each a "Settlement Agreement"), pursuant to which the Company agreed to pay aggregate cash payments equal to \$1,789,668.37 to extinguish all obligations and claims under the SPA, Original Notes, and 2023 Notes, as follows: (i) \$500,000.00 on or before May 28, 2024 and (ii) \$1,289,668.37 on or before September 30, 2024 (the "Final Payment"). On or around October 3, 2024, the Company entered into amendments to each Settlement Agreement with the Investors, whereby the Final Payment due date was extended to October 31, 2024. A Between July 1, 2024 and October 22, 2024, the Company issued and sold 5,256,263 shares of Common Stock (the "Recent ATM Share Sales") to H.C. Wainwright & Co., LLC (the "Agent") as sales agent or principal, pursuant to the terms of the Company's previously announced At-The-Market Offering Agreement, dated December 27, 2023, between us and the Agent (the "Sales Agreement"). The Company received net proceeds of \$2,063,396.00 from the Recent ATM Share Sales. A Completion of Offering Common Stock and Pre-Funded Warrants. On October 28, 2024, the Company entered into securities purchase agreements (the "Purchase Agreements") with certain accredited investors named therein (the "Purchasers"), pursuant to which the Company agreed to issue and sell, in a best efforts offering (the "Offering"): (i) 6,233,650 shares of common stock (the "Common Stock"), at a purchase price of \$0.10 per share of Common Stock, and (ii) 24,109,350 pre-funded warrants (the "Pre-Funded Warrants") to purchase Common Stock, at a purchase price of \$0.0999 per Pre-Funded Warrant, immediately exercisable at an exercise price of \$0.0001 per share. The Purchase Agreement contains customary representations and warranties and agreements of the Company and the Purchasers and customary indemnification rights and obligations of the parties. The Offering closed on October 30, 2024. The Offering resulted in gross proceeds to the Company of approximately \$3,000,000, before deducting placement agent fees and commissions and other offering expenses, and excluding proceeds to the Company, if any, that may result from the future exercise of the Pre-Funded Warrants issued in the Offering. As compensation to the Placement Agent, as the exclusive placement agent in connection with the Offering, the Company paid to the Placement Agent a cash fee of 8.0% of the aggregate gross proceeds raised in the Offering, a non-accountable expense allowance of 1.0% of the aggregate gross proceeds raised in the Offering, reimbursement of up to \$50,000 for expenses of legal counsel and other actual out-of-pocket expenses, and up to \$15,950 for clearing agent closing costs. A Our Company. Digital Brands is a curated collection of lifestyle brands, including Bailey, DSTLD, Sundry and Avo, that offers a variety of apparel products through direct-to-consumer and wholesale distribution. Our complementary brand portfolio provides us with the unique opportunity to cross merchandise our brands. We aim for our customers to wear our brands head to toe and to capture what we call "closet share" by gaining insight into their preferences to create targeted and personalized content specific to their cohort. Operating our brands under one portfolio provides us with the ability to better utilize our technological, human capital and operational capabilities across all brands. As a result, we have been able to realize operational efficiencies and continue to identify additional cost saving opportunities to scale our brands and overall portfolio. A Table of Contents. Our portfolio consists of four significant brands that leverage our three channels: our websites, wholesale and our own stores. A Bailey 44 combines beautiful, luxe fabrics and on-trend designs to create sophisticated ready-to-wear capsules for women on-the-go. Designing for real life, this brand focuses on feeling and comfort rather than how it looks on a runway. Bailey 44 is primarily a wholesale brand, which we are transitioning to a digital, direct-to-consumer brand. A DSTLD offers stylish high-quality garments without the luxury retail markup valuing customer experience over labels. DSTLD is primarily a digital direct-to-consumer brand, to which we recently added select wholesale retailers to generate brand awareness. A Stateside is an elevated, America first brand with all knitting, dyeing, cutting and sewing sourced and manufactured locally in Los Angeles. The collection is influenced by the evolution of the classic T-shirt offering a simple yet elegant look. Stateside is primarily a wholesale brand that we will be transitioning to a digital, direct-to-consumer brand. A Sunnyside offers distinct collections of women's clothing, including dresses, shirts, sweaters, skirts, shorts, athleisure bottoms and other accessory products. Sunnyside's products are coastal casual and consist of soft, relaxed and colorful designs that feature a distinct French chic, resembling the spirits of the French Mediterranean and the energy of Venice Beach in Southern California. Sunnyside is primarily a wholesale brand that we will be transitioning to a digital, direct-to-consumer brand. A We believe that successful apparel brands sell in all revenue channels. However, each channel offers different margin structures and requires different customer acquisition and retention strategies. We were founded as a digital-first retailer that has strategically expanded into select wholesale and direct retail channels. We strive to strategically create omnichannel strategies for each of our brands that blend physical and online channels to engage consumers in the channel of their choosing. Our products are sold direct-to-consumers principally through our websites and our own showrooms, but also through our wholesale channel, primarily in specialty stores and select department stores. With the continued expansion of our wholesale distribution, we believe developing an omnichannel solution further strengthens our ability to efficiently acquire and retain customers while also driving high customer lifetime value. A We believe that by leveraging a physical footprint to acquire customers and increase brand awareness, we can use digital marketing to focus on retention and a very tight, disciplined high value new customer acquisition strategy, especially targeting potential customers lower in the sales funnel. Building a direct relationship with the customer as the customer transacts directly with us allows us to better understand our customer's preferences and shopping habits. Our substantial experience as a company originally founded as a digitally native-first retailer gives us the ability to strategically review and analyze the customer's data, including contact information, browsing and shopping cart data, purchase history and style preferences. This in turn has the effect of lowering our inventory risk and cash needs since we can order and replenish product based on the data from our online sales history, replenish specific inventory by size, color and SKU based on real time sales data, and control our mark-down and promotional strategies versus being told what mark downs and promotions we have to offer by the department stores and boutique retailers. A We define "closet share" as the percentage of a customer's clothing units that she or he owns in her or his closet and the amount of those units that go to the brands that are selling these units. For example, if a customer buys 20 units of clothing a year and the brands that we own represent 10 of those units purchased, then our closet share is 50% of that customer's closet, or 10 of our branded units divided by 20 units they purchased in entirety. Closet share is a similar concept to the widely used term wallet share, it is just specific to the customer's closet. The higher our closet share, the higher our revenue as higher closet share suggests the customer is purchasing more of our brands than our competitors. A We have strategically expanded into an omnichannel brand offering these styles and content not only on-line but at selected wholesale and retail storefronts. We believe this approach allows us opportunities to successfully drive Lifetime Value (the "LTV") while increasing new customer growth. We define Lifetime Value or LTV as an estimate of the average revenue that a customer will generate throughout their lifespan as our customer. This value/revenue of a customer helps us determine many economic decisions, such as marketing budgets per marketing channel, retention versus acquisition decisions, unit level economics, profitability and revenue forecasting. A We acquired Bailey in February 2020, Stateside in August 2021 and Sundry in December 2022. We agreed on the consideration that we paid in each acquisition in the course of our length negotiations with the holders of the membership interests in each of Bailey, H&J, Stateside and Sundry. In determining and negotiating this consideration, we relied on the experience and judgment of our management and our evaluation of the potential synergies that could be achieved in combining the operations of Bailey, Stateside and Sundry. We did not obtain independent valuations, appraisals or fairness opinions to support the consideration that we paid/agreed to pay. A Table of Contents. Avo. Avo is a women's essential brand that will offer t-shirts, sweats, dresses, sweaters and athleisure. Avo eliminates the wholesale mark-up, so its products have a sharper price point. Avo also offers larger discounts when the customer bundles multiple products to their cart, which allows Avo to leverage its shipping and fulfillment costs. Avo leverages the Company's current design and supply chain infrastructure, so we use similar or the same fabrics and contractors for Avo that we do for our other brands. Avo launched in late August 2024 and prices for t-shirts range from \$20 to \$50 based on the size of the customer's bundle. Other product prices will range from \$17.50 for tanks to \$198 for sweaters with no retail price above \$99 if the customer bundles three units or more. If the customer bundles two units then they receive a 40% discount and if they bundle three units or more the customer receives a 60% discount. A Material Trends, Events and Uncertainties. Supply Chain Disruptions. We are subject to global supply chain disruptions, which may include longer lead times for raw fabrics, inbound shipping and longer production times. Supply chain issues have specifically impacted the following for our brands: A Increased costs in raw materials from fabric prices, which have increased 10% to 100% depending on the fabric, the time of year, and the origin of the fabric, as well as where the fabric is being shipped; A Increased cost per kilo to ship via sea or air, which has increased from 25% to 300% depending on the time of year and from the country we are shipping from; A Increased transit time via sea or air, which have increased by two weeks to two months; and A Increased labor costs for producing the finished goods, which have increased 5% to 25% depending on the country and the labor skill required to produce the goods. We have been able to pass along some of these increased costs and also offset some of these increased costs with higher gross margin online revenue. A Seasonality. Our quarterly operating results vary due to the seasonality of our individual brands and are historically stronger in the second half of the calendar year. A Substantial Indebtedness. As of September 30, 2024, we had an aggregate principal amount of debt outstanding of approximately \$8.2 million. We believe this is an amount of indebtedness which may be considered significant for a company of our size and current revenue base. Our substantial debt could have important consequences to us. For example, it could: A make it more difficult for us to satisfy our obligations to the holders of our outstanding debt, resulting in possible defaults on and acceleration of such indebtedness; A require us to dedicate a substantial portion of our cash flows from operations to make payments on our debt, which would reduce the availability of our cash flows from operations to fund working capital, capital

redundancies in headcount. Other operating expenses included a gain of \$10.7 million in 2023 due to the change in fair value of contingent consideration. In the third quarter of 2024, the Company recorded impairment expense of \$600,000 pertaining to Bailey44™'s intangibles. Á Other Income (Expenses) Á Other expenses were \$2.5 million while other expense was \$5.6 million for the nine months ended September 30, 2024 and 2023, respectively. Interest expense in 2024 decreased due to less merchant advances and lower principal on outstanding loans. Á Net Loss from Continuing Operations Á Our net loss from continuing operations increased by \$2.7 million to a net loss from continuing operations of \$7.7 million for the nine months ended September 30, 2024 compared to income from continuing operations of \$5.0 million for the corresponding fiscal period in 2023, primarily due to the change in fair value of contingent consideration in 2023 and lower gross profit in 2024, partially offset by lower general and administrative and sales and marketing expenses. Á 30 Table of Contents Á Liquidity and Capital Resources Á Each of DBG, Bailey, Stateside and Sundry has historically satisfied our liquidity needs and funded operations with borrowings capital raises and internally generated cash flow. Changes in working capital, most notably accounts receivable, are driven primarily by levels of business activity. Historically each of DBG, Bailey, Stateside and Sundry has maintained credit line facilities to support such working capital needs and makes repayments on that facility with excess cash flow from operations. Á As of September 30, 2024, we had cash of \$158,601, but we had a working capital deficit of \$16.0 million. The Company requires significant capital to meet its obligations as they become due. These factors raise substantial doubt about our Company's ability to continue as a going concern. Throughout the next twelve months, the Company intends to fund its operations primarily from the funds raised through the equity line of credit agreement. The Company may pursue secondary offerings or debt financings to provide working capital and satisfy debt obligations. There can be no assurance as to the availability or terms upon which such financing and capital might be available in the future. If the Company is unable to secure additional funding, it may be forced to curtail or suspend its business plans. Á Cash Flow Activities Á The following table presents selected captions from our condensed statement of cash flows for the nine months ended September 30, 2024 and 2023: Á Á Á Nine Months Ended Á Á Á September 30, Á Á Á 2024 Á 2023 Á Net cash provided by operating activities: Á Á Á Á Á Net loss \$ (7,735,453) Á \$ (6,582,082) Non-cash adjustments \$ 6,025,549 Á \$ (1,717,038) Change in operating assets and liabilities \$ (1,583,366) Á \$ 1,787,481 Á Net cash used in operating activities \$ (3,293,269) Á \$ (6,457,639) Net cash provided by (used in) investing activities \$ (101,081) Á \$ 41,331 Á Net cash provided by financing activities \$ 3,662,923 Á \$ 6,207,950 Á Net change in cash \$ 268,573 Á \$ (208,357) Á Cash Flows Used In Operating Activities Á Our cash used by operating activities decreased by \$3.2 million to cash used of \$3.3 million for the nine months ended September 30, 2024, as compared to cash used of \$6.5 million for the corresponding fiscal period in 2023. The decrease in net cash used in operating activities was primarily driven by non-cash charges in 2024, partially offset by our net loss and cash used in operating assets and liabilities. Á Cash Flows Provided By (Used In) Investing Activities Á Our cash used investing activities was \$101,080 in the nine months ended September 30, 2024, primarily due to purchase of property, equipment & software and deposits on leases. Á Our cash provided by investing activities was \$41,331 in 2023 primarily due to a reduction of deposits, partially offset by purchase of property and cash sold in the H&J disposition. Á Cash Flows Provided by Financing Activities Á Cash provided by financing activities was \$3.7 million for the nine months ended September 30, 2024. Cash inflows included \$5.4 million in net proceeds from the issuance from the common stock for cash and \$0.8 million in proceeds from loans and notes. Cash outflows are primarily due to \$2.5 million in repayments of notes. Á 31 Table of Contents Á Contractual Obligations and Commitments Á As of September 30, 2024, we had \$8.2 million in outstanding principal on debt, primarily our promissory notes due to the Bailey44 Sellers, the March 2023 Notes, PPP and merchant advances. Aside from our remaining non-current SBA obligations, all outstanding loans have maturity dates through 2024. Á Critical Accounting Policies and Estimates Á Our management's discussion and analysis of financial condition and results of operations is based on our consolidated financial statements, which have been prepared in accordance with generally accepted accounting principles in the United States. The preparation of our consolidated financial statements and related disclosures requires us to make estimates and assumptions that affect the reported amounts of assets and liabilities, costs and expenses and the disclosure of contingent assets and liabilities in our financial statements. We base our estimates on historical experience, known trends and events and various other factors that we believe are reasonable under the circumstances, the results of which form the basis for making judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. We evaluate our estimates and assumptions on an ongoing basis. Our actual results may differ from these estimates under different assumptions or conditions. Á Emerging Growth Company Status Á We are an emerging growth company as that term is used in the Jumpstart Our Business Startups Act of 2012 and, as such, have elected to comply with certain reduced public company reporting requirements. Á Section 107 of the JOBS Act provides that an emerging growth company can take advantage of the extended transition period provided in Section 7(a)(2)(B) of the Securities Act for complying with new or revised accounting standards. In other words, an emerging growth company can delay the adoption of certain accounting standards until those standards would otherwise apply to private companies. We have elected to take advantage of the benefits of this extended transition period. Our financial statements may, therefore, not be comparable to those of companies that comply with such new or revised accounting standards. Á Off-Balance Sheet Arrangements Á We did not have during the periods presented, and we do not currently have, any off-balance sheet arrangements, as defined in the rules and regulations of the Securities and Exchange Commission. Á ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK Á We are a smaller reporting company as defined by Rule 12b-2 of the Securities and Exchange Act of 1934, as amended (the "Exchange Act") and are not required to provide the information required under this item. Á ITEM 4. CONTROLS AND PROCEDURES Á Evaluation of Disclosure Controls and Procedures Á We maintain disclosure controls and procedures as defined in Rules 13a-15(e) and 15d-15(e) under the Securities Exchange Act of 1934, as amended, or the Exchange Act, that are designed to ensure that information required to be disclosed in the reports we file and submit under the Exchange Act is recorded, processed, summarized and reported within the time periods specified in the SEC's rules and forms. Disclosure controls and procedures include, without limitation, controls and procedures designed to ensure that information required to be disclosed by us in the reports we file or submit under the Exchange Act is accumulated and communicated to our management, including our principal executive officer and principal financial officer, as appropriate to allow timely decisions regarding required disclosure. In designing and evaluating our disclosure controls and procedures, management recognizes that any controls and procedures, no matter how well designed and operated, can provide only reasonable assurance of achieving their objectives, and management necessarily applies its judgment in evaluating the benefits of possible controls and procedures relative to their costs. Á 32 Table of Contents Á Our management, with the participation of our Chief Executive Officer and Chief Financial Officer, who serve as our principal executive officer and principal financial and accounting officer, respectively, has evaluated the effectiveness of our disclosure controls and procedures as of September 30, 2024. In making this evaluation, our management considered the material weakness in our internal control over financial reporting described below. Based on such evaluation, our Chief Executive Officer and Chief Financial Officer have concluded that our disclosure controls and procedures were not effective as of such date. Á We have initiated various remediation efforts, including the hiring of additional financial personnel/consultants with the appropriate public company and technical accounting expertise and other actions that are more fully described below. As such remediation efforts are still ongoing, we have concluded that the material weaknesses have not been fully remediated. Our remediation efforts to date have included the following: Á — We have made an assessment of the basis of accounting, revenue recognition policies and accounting period cutoff procedures. In some cases, we made the necessary adjustments to convert the basis of accounting from cash basis to accrual basis. In all cases we have done the required analytical work to ensure the proper cutoff of the financial position and results of operations for the presented accounting periods. Á — We have made an assessment of the current accounting personnel, financial reporting and information system environments and capabilities. Based on our preliminary findings, we have found these resources and systems lacking and have concluded that these resources and systems will need to be supplemented and/or upgraded. We are in the process of identifying a single, unified accounting and reporting system that can be used by the Company and Bailey, with the goal of ensuring consistency and timeliness in reporting, real time access to data while also ensuring ongoing data integrity, backup and cyber security procedures and processes. Á — We engaged external consultants with public company and technical accounting experience to facilitate accurate and timely accounting closes and to accurately prepare and review the financial statements and related footnote disclosures. We plan to retain these financial consultants until such time that the internal resources of the Company have been upgraded and the required financial controls have been fully implemented. Á — We have made an assessment on significant judgments and estimates, including impairment of long-lived assets and inventory valuation. We plan to take the steps as noted above to have the proper resources to conduct proper analyses on areas requiring judgments and estimates. Á The actions that have been taken are subject to continued review, implementation and testing by management, as well as audit committee oversight. While we have implemented a variety of steps to remediate these weaknesses, we cannot assure you that we will be able to fully remediate them, which could impair our ability to accurately and timely meet our public company reporting requirements. Á Notwithstanding the assessment that our internal controls over financial reporting are not effective and that material weaknesses exist, we believe that we have employed supplementary procedures to ensure that the financial statements contained in this filing fairly present our financial position, results of operations and cash flows for the reporting periods covered herein in all material respects. Á Limitations on Effectiveness of Controls and Procedures Á Our management, including our Chief Executive Officer (Principal Executive Officer) and Chief Financial Officer (Principal Financial Officer), does not expect that our disclosure controls and procedures will prevent all errors and all fraud. A control system, no matter how well conceived and operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met. Further, the design of a control system must reflect the fact that there are resource constraints and the benefits of controls must be considered relative to their costs. Because of the inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues and instances of fraud, if any, within the Company have been detected. These inherent limitations include, but are not limited to, the realities that judgments in decision-making can be faulty and that breakdowns can occur because of simple error or mistake. Additionally, controls can be circumvented by the individual acts of some persons, by collusion of two or more people, or by management override of the control. The design of any system of controls also is based in part upon certain assumptions about the likelihood of future events and there can be no assurance that any design will succeed in achieving its stated goals under all potential future conditions. Over time, controls may become inadequate because of changes in conditions, or the degree of compliance with the policies or procedures may deteriorate. Because of the inherent limitations in a cost-effective control system, misstatements due to error or fraud may occur and not be detected. Á Management believes that the material weakness set forth above did not have an effect on our financial results. Á Changes in Internal Control over Financial Reporting Á No change in our internal control over financial reporting (as defined in Rules 13a-15(f) and 15d-15(f) under the Exchange Act) occurred during the quarter ended September 30, 2024 that has materially affected, or is reasonably likely to materially affect, our internal control over financial reporting. Á 33 Table of Contents Á PART II. OTHER INFORMATION Á ITEM 1. LEGAL PROCEEDINGS Á We are currently involved in, and may in the future be involved in, legal proceedings, claims, and government investigations in the ordinary course of business. These include proceedings, claims, and investigations relating to, among other things, regulatory matters, commercial matters, intellectual property, competition, tax, employment, pricing, discrimination, consumer rights, personal injury, and property rights. These matters also include the following: Á Á On March 21, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$43,501. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company does not believe it is probable that the losses in excess of such trade payables will be incurred. Á Á On February 7, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$182,400. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company settled for \$250,000, in October 2024, which included additional legal costs. Á Á In August 2020 and March 2021, two lawsuits were filed against Bailey44™'s by third-party's related to prior services rendered. The claims (including fines, fees, and legal expenses) total an aggregate of \$96,900. Both matters were settled in February 2022 and are on payment plans which will be paid off in the second quarter of 2025. Á Á On December 21, 2020, a Company investor filed a lawsuit against DBG for reimbursement of their investment totaling \$100,000. Claimed amounts are included in short-term convertible note payable in the accompanying consolidated balance sheets and the Company does not believe it is probable that losses in excess of such short-term note payable will be incurred. The Company is actively working to resolve this matter. Á Á On November 16, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$345,384, which represents past due fees and late fees. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred. Á Á On November 15, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$582,208, which represents the double damages. The amount due to the vendor is \$292,604. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred. Á 34 Table of Contents Á On December 21, 2023, a former employee from over two years ago filed a wrongful termination lawsuit against the Company. The Company is disputing this claim. To this point, this same law firm recently sent a demand letter for another wrongful termination of a temporary worker we used from a third party placement agency. This person was not a Company employee at any time. Á Á A vendor filed a lawsuit against Bailey 44 related to a retail store lease in the amount of \$1.5 million. The Company is disputing the claim for damages and the matter is ongoing. The vendor has recently updated the claim to now be \$450,968 after signing a long-term lease with another brand for this location. The Company is disputing this new amount after review of the lease. Á All claims above, to the extent management believes it will be liable, have been included in accounts payable and accrued expenses and other liabilities in the accompanying consolidated balance sheet as of September 30, 2024. Á Depending on the nature of the proceeding, claim, or investigation, we may be subject to monetary damage awards, fines, penalties, or injunctive orders. Furthermore, the outcome of these matters could materially adversely affect our business, results of operations, and financial condition. The outcomes of legal proceedings, claims, and government investigations are inherently unpredictable and subject to significant judgment to determine the likelihood and amount of loss related to such matters. While it is not possible to determine the outcomes, we believe based on our current knowledge that the resolution of all such pending matters will not, either individually or in the aggregate, have a material adverse effect on our business, results of operations, cash flows, or financial condition. Á ITEM 1A. RISK FACTORS Á As a smaller reporting company as defined by Item 10 of Regulation S-K, we are not required to provide information required by this item. Á ITEM 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS Á During the nine months ended September 30, 3,442 shares of Series C Convertible Preferred Stock converted into 192,027 shares of common stock. Á As previously reported, the Company entered into a securities purchase agreement with an accredited investor (the "Investor"), pursuant to which the Company issued on September 5, 2023 those certain Series A warrants to purchase 513,875 shares of common stock and Series B warrants to purchase 513,875 shares of common stock (collectively, the "Existing Warrants"), amongst other securities. Á On May 3, 2024, the Company entered into that certain inducement offer to exercise common stock purchase warrants with the Investor (the "Inducement Agreement"), pursuant to which (i) the Company agreed to lower the exercise price of the Existing Warrants to \$3.13 per share and (ii) the Investor agreed to exercise the Existing Warrants into 1,027,750 shares of common stock (the "Exercise Shares") by payment of the aggregate exercise price of \$3,216,857. The closing occurred on May 7, 2024. Á Through September 30, 2024, the Company had exercised 378,750 of the 1,027,750 warrants at the amended exercise price of \$3.13 per share. The Company received the entire gross proceeds of \$3,216,857 in May 2024, which represents the exercise of the entire 1,027,750 warrants at the \$3.13 exercise price. The Company received net proceeds of \$2,877,475 after placement agent fees and expenses. Company also exercised 649,000 warrants which were prefunded through PIPE offerings in the third of 2023. Á In July 2024, the Company issued 60,527 shares of common stock to a vendor for services rendered for a total value of \$172,501. Á In July 2024, 299 shares of Series C Convertible Preferred Stock converted into 16,681 shares of common stock. Á In August 2024, 101 shares of Series C Convertible Preferred Stock converted into 5,635 shares of common stock. Á In August 2024, the Company issued 106,020 shares of common stock to a commercial debt holder in satisfaction of \$313,816.45 of debt. Á Between October 3, 2024 and October 15, 2024, the Company issued 1,311,345 shares of the Company's common stock (the "Shares") to a certain note holder upon conversion of a portion of their promissory note originally issued by the Company on or around October 1, 2023 (the "Note"). On October 16, 2024, the Company became aware that the issuance of the Shares was in error and not permitted under the terms of the Note due to the requirement thereunder that stockholder approval be obtained prior to the issuance of more than 19.9% of the Company's pre-transaction shares outstanding upon conversion(s) of the Note, as referenced and specifically required under Nasdaq Listing Rule 5635(d). The Company then notified the note holder that the Shares must be returned to the Company's transfer agent for cancellation. Accordingly, the note holder is in the process of returning the Shares to the Company's transfer agent for cancellation. Upon cancellation of the Shares, the Company's issued and outstanding common stock count will decrease by 1,311,345 shares. On November 5, 2024, the

Country Region City Area Code Local Phone Number Extension Written Communications Soliciting Material Pre-commencement Tender Offer Pre-commencement Issuer Tender Offer Title of 12(b) Security No Trading Symbol Flag Trading Symbol Security Exchange Name Title of 12(g) Security Security Reporting Obligation Annual Information Form Audited Annual Financial Statements Entity Well-known Seasoned Issuer Entity Voluntary Filers Entity Current Reporting Status Entity Interactive Data Current Entity Filer Category Entity Small Business Entity Emerging Growth Company Elected Not To Use the Extended Transition Period Document Accounting Standard Other Reporting Standard Item Number Entity Shell Company Entity Public Float Entity Bankruptcy Proceedings, Reporting Current Entity Common Stock, Shares Outstanding Documents Incorporated by Reference [Text Block] Entity Listing, Par Value Per Share ASSETS Current assets: Cash and cash equivalents Accounts receivable, net Due from factor, net Inventory Prepaid expenses and other current assets Total current assets Property, equipment and software, net Goodwill Intangible assets, net Deposits Right of use asset Total assets LIABILITIES AND STOCKHOLDERS' EQUITY Current liabilities: Accounts payable Accrued expenses and other liabilities Due to related parties Convertible note payable, net Accrued interest payable Loan payable, current Promissory note payable, net Right of use liability, current portion Total current liabilities Loan payable Right of use liability, non current portion Deferred tax liability Total liabilities Commitments and contingencies Stockholders' equity: Preferred stock, value Common stock, \$0.0001 par, 1,000,000,000 shares authorized, 3,769,859 and 1,114,359 shares issued and outstanding as of September 30, 2024 and December 31, 2023, respectively Additional paid-in capital Accumulated deficit Total stockholders' equity Total liabilities and stockholders' equity Preferred stock, par value Preferred stock, shares authorized Preferred stock, shares issued Preferred stock, shares outstanding Common stock, par value Common stock, share authorized Common stock, share issued Common stock, shares outstanding Income Statement [Abstract] Net revenues Cost of net revenues Gross profit Operating expenses: General and administrative Sales and marketing Distribution Impairment of intangible assets Change in fair value of contingent consideration Total operating expenses Income (loss) from operations Other income (expense): Interest expense Other non-operating income (expenses) Total other income (expense), net Income tax provision Net loss from continuing operations (Loss) from discontinued operations, net of tax Net loss Weighted average common shares outstanding - basic Weighted average common shares outstanding - diluted Net loss per common share - basic Net loss per common share - diluted Balance Sheet, shares Issuance of common stock pursuant to private placement Issuance of common stock pursuant to private placement, shares Offering costs Shares issued for services Shares issued for services, shares Shares and warrants issued with notes Shares and warrants issued with notes, shares Stock-based compensation Net loss Cancellation of notes and issuance of preferred stock Cancellation of notes and issuance of preferred stock, shares Issuance of Series B preferred stock Issuance of common stock pursuant to disposition Issuance of common stock pursuant to disposition, shares Cancellation of Series B preferred stock Issuance of common stock pursuant to private placement, net of offering cost Issuance of common stock pursuant to private placement, net of offering costs (in shares) Exercise of Warrants Exercise of warrants (in shares) Common shares issued for cash Common shares issued for cash, shares Conversion of preferred shares into common stock Conversion of preferred shares into common stock, shares Conversion of loan into common stock Conversion of loan into common stock, shares Balance Sheet, shares Statement of Cash Flows [Abstract] Cash flows from operating activities: Adjustments to reconcile net loss to net cash used in operating activities: Depreciation and amortization Amortization of loan discount and fees Loss on extinguishment of debt Loss on disposition of business Stock-based compensation Shares issued for services Change in credit reserve Discontinued operation Non-cash lease expense Changes in operating assets and liabilities: Accounts receivable, net Due from factor Inventory Prepaid expenses and other current assets Accounts payable Accrued expenses and other liabilities Deferred revenue Accrued interest payable Due to related parties Lease liabilities Net cash used in operating activities Cash flows from investing activities: Cash disposed Purchase of property, equipment and software Deposits Net cash provided by (used in) investing activities Cash flows from financing activities: Repayments from related party advances Advances from factor Issuance of loans and note payable Repayments of convertible notes and loan payable Insurance for common stock for cash Exercise of warrants Issuance of common stock in public offering Offering costs Net cash provided by financing activities Net change in cash and cash equivalents Cash and cash equivalents at beginning of period Cash and cash equivalents at end of period Supplemental disclosure of cash flow information: Cash paid for income taxes Cash paid for interest Supplemental disclosure of non-cash investing and financing activities: Right of use asset Shares issued for services and conversion of accounts payable Conversion of preferred shares into common stock Conversion of notes into preferred stock Pay vs Performance Disclosure [Table] Executive Category [Axis] Individual [Axis] Adjustment to Compensation [Axis] Measure [Axis] Pay vs Performance Disclosure, Table Company Selected Measure Name Named Executive Officers, Footnote Peer Group Issuers, Footnote Changed Peer Group, Footnote PEO Total Compensation Amount PEO Actually Paid Compensation Amount Adjustment to PEO Compensation, Footnote Non-PEO NEO Average Total Compensation Amount Non-PEO NEO Average Compensation Actually Paid Amount Adjustment to Non-PEO NEO Compensation Footnote Equity Valuation Assumption Difference, Footnote Compensation Actually Paid vs. Total Shareholder Return Compensation Actually Paid vs. Net Income Compensation Actually Paid vs. Company Selected Measure Total Shareholder Return Vs Peer Group Compensation Actually Paid vs. Other Measure Tabular List, Table Total Shareholder Return Amount Peer Group Total Shareholder Return Amount Net Income (Loss) Company Selected Measure Amount Other Performance Measure, Amount Adjustment to Compensation, Amount PEO Name Name Non-GAAP Measure Description Additional 402(v) Disclosure Pension Benefits Adjustments, Footnote Erroneously Awarded Compensation Recovery [Table] Restatement Determination Date [Axis] Restatement Determination Date Aggregate Erroneous Compensation Amount Erroneous Compensation Analysis Stock Price or TSR Estimation Method Outstanding Aggregate Erroneous Compensation Amount Aggregate Erroneous Compensation Not Yet Determined Name Forgone Recovery due to Expense of Enforcement, Amount Forgone Recovery due to Violation of Home Country Law, Amount Forgone Recovery due to Disqualification of Tax Benefits, Amount Forgone Recovery, Explanation of Impracticability Name Compensation Amount Restatement does not require Recovery Awards Close in Time to MNPI Disclosures [Table] Award Type [Axis] Award Timing MNPI Disclosure Award Timing Method Award Timing Predetermined Award Timing MNPI Considered Award Timing, How MNPI Considered MNPI Disclosure Timed for Compensation Value Awards Close in Time to MNPI Disclosures, Table Name Underlying Securities Exercise Price Fair Value as of Grant Date Underlying Security Market Price Change Trading Arrangements, by Individual [Table] Trading Arrangement [Axis] Material Terms of Trading Arrangement Name Title Rule 10b5-1 Arrangement Adopted Non-Rule 10b5-1 Arrangement Adopted Adoption Date Rule 10b5-1 Arrangement Terminated Non-Rule 10b5-1 Arrangement Terminated Termination Date Expiration Date Arrangement Duration Insider Trading Policies and Procedures [Line Items] Insider Trading Policies and Procedures Adopted Insider Trading Policies and Procedures Not Adopted Organization, Consolidation and Presentation of Financial Statements [Abstract] NATURE OF OPERATIONS GOING CONCERN Accounting Policies [Abstract] SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES Due From Factor DUE FROM FACTOR Goodwill and Intangible Assets Disclosure [Abstract] GOODWILL AND INTANGIBLE ASSETS Liabilities And Debt LIABILITIES AND DEBT Equity [Abstract] STOCKHOLDERS' DEFICIT Related Party Transactions [Abstract] RELATED PARTY TRANSACTIONS Share-Based Payment Arrangement [Abstract] SHARE-BASED PAYMENTS Lease Obligations LEASE OBLIGATIONS Commitments and Contingencies Disclosure [Abstract] CONTINGENCIES Subsequent Events [Abstract] SUBSEQUENT EVENTS Basis of Presentation Reverse Stock Split Unaudited Interim Financial Information Principles of Consolidation Discontinued Operations Use of Estimates Cash and Equivalents and Concentration of Credit Risk Fair Value of Financial Instruments Accounts Receivable and Expected Credit Loss Inventory Goodwill Annual Impairment Net Loss per Share Recent Accounting Pronouncements SCHEDULE OF INVENTORY SCHEDULE OF POTENTIALLY DILUTIVE ITEMS OUTSTANDING SCHEDULE OF DUE TO/ FROM FACTOR SCHEDULE OF GOODWILL ATTRIBUTABLE TO EACH BUSINESS COMBINATION SCHEDULE OF INFORMATION RELATING TO THE COMPANY'S IDENTIFIABLE INTANGIBLE ASSETS SCHEDULE OF ACCRUED EXPENSES AND OTHER LIABILITIES SCHEDULE OF MERCHANT ADVANCES SCHEDULE OF PROMISSORY NOTES PAYABLE, NET SUMMARY OF INFORMATION RELATED TO COMMON STOCK WARRANTS SUMMARY OF OPERATING LEASE ASSETS AND LIABILITIES SUMMARY OF OPERATING LEASE OBLIGATIONS Collaborative Arrangement and Arrangement Other than Collaborative [Table] Collaborative Arrangement and Arrangement Other than Collaborative [Line Items] Percentage of equity acquired Aggregate cash payment agreed to pay Issuance of common stock, shares Percentage of membership interest Net loss Working capital deficit Raw materials Work in process Finished goods Inventory Antidilutive Security, Excluded EPS Calculation [Table] Antidilutive Securities Excluded from Computation of Earnings Per Share [Line Items] Total potentially dilutive shares Reverse stock split conversion ratio Cash and cash equivalents in bank deposit Allowance for credit loss Impairment to intangible assets Schedule Of Due To From Factor Outstanding receivables: Without recourse With recourse Matured funds and deposits Advances Credits due customers Due from factor, net Restructuring Cost [Table] Restructuring Cost and Reserve [Line Items] Intangible Asset, Finite-Lived [Table] Finite-Lived Intangible Assets [Line Items] Gross Amount Accumulated Amortization Carrying Value Indefinite-lived Accumulated Amortization Indefinite-lived Impairment of intangible asset Amortization expense Schedule Of Accrued Expenses And Other Liabilities Accrued expenses Payroll related liabilities Sales tax liability Other liabilities Accrued expenses and other liabilities, Total Short-Term Debt [Table] Short-Term Debt [Line Items] Principal Less: unamortized debt discount Merchant cash advances, net Notes â€ principal March 2023 Notes - unamortized debt discount Convertible debt Principal amount Maturity date Principal and interest payment Repayment of debt Number of share of common stock Accrued liabilities Debt instrument, forgiveness Long term debt, gross Repayments of debt Unamortized debt discount Interest expense Repayments Secured debt debt conversion amount Debt conversion shares issued Original issue discount Net proceeds Maturity date Percentage of notes to be repaid, if the Company completes a debt or equity financing of less than the threshold amount Percentage of notes to be repaid, if the Company completes a debt or equity financing of greater than the threshold amount Percentage of notes to be repaid, if the Company completes a debt or equity financing of less than the threshold amount Repayments of principal Amortization of debt discount Payment for promissory note payable Accumulated Other Comprehensive Income (Loss) [Table] Accumulated Other Comprehensive Income (Loss) [Line Items] Reverse stock split Common Stock, Shares Authorized Common stock par value Voting rights Common stock, shares issued Net proceeds from issuance of common stock Stock Issued During Period, Shares, Issued for Services Stock Issued During Period, Value, Issued for Services Conversion of stock, shares converted Convertible preferred stock Warrants exercised Exercise price of warrants Warrant, Exercise Price, Increase [custom:PlacementAgentFeesAndExpenses.] Preferred stock, shares authorized (in shares) Stated value Conversion price (in dollars per share) Number of shares resulting from conversion Preferred stock, par value (in dollars per share) Issue price (in dollars per share) Convertible preferred stock value Redemption percentage Other current liabilities Class of Warrant or Right [Table] Class of Warrant or Right [Line Items] Warrant Outstanding Beginning Balance Weighted Average Exercise Price Outstanding Beginning Balance Warrant Outstanding, Granted Weighted Average Exercise Price Outstanding, Granted Warrant Outstanding, Exercised Weighted Average Exercise Price Outstanding, Exercised Warrant Outstanding, Forfeited Weighted Average Exercise Price Outstanding, Forfeited Warrant Outstanding Ending Balance Weighted Average Exercise Price Outstanding Beginning Balance Common Stock Warrants Exercisable Weighted Average Exercise Price Exercisable Weighted Average Exercise Price Exercisable Share-Based Payment Arrangement, Expensed and Capitalized, Amount [Table] Share-Based Payment Arrangement, Expensed and Capitalized, Amount [Line Items] Option outstanding Option outstanding exercise price Stock-based compensation expense Unrecognized compensation cost related to non-vested stock option Share-based arrangement, non-vested weighted average period Summary Of Operating Lease Assets And Liabilities Assets ROU operating lease assets Liabilities Current portion of operating lease Non Current portion of lease liability Total operating lease liabilities Weighted average remaining lease term (years) Weighted average discount rate Summary Of Operating Lease Obligations Future minimum payments Less imputed interest Total lease obligations Rent expense Operating lease liability Discount rate Loss Contingencies [Table] Loss Contingencies [Line Items] Loss contingency amount Accounts Payable, Trade Legal Fees Loss contingency amount Subsequent Event [Table] Subsequent Event [Line Items] Debt instrument, face amount Payment for debt extinguishment Pre-transaction shares outstanding percentage Shares decrease Cancellation of shares Common stock, shares, issued Warrants to purchase common stock Share price per share Warrant exercise price Offering description Proceeds from offering Cash fee percentage Non-accountable expense allowance Legal expenses Agent closing costs Warrants, each exercisable to purchase one share of common stock Common Stock, par value \$0.0001 per share Convertible note payable current, Undesignated Preferred Stock [Member] Series A Convertible Preferred Stock [Member] Series C Convertible Preferred Stock [Member] Distribution expenses. Change in fair value of contingent consideration. Harper & Jones LLC [Member] Stateside [Member] Sundry [Member] Stock issued during period value cancellation of notes. Aggregate cash payment agreed to pay. Harper & Jones, LLC [Member] H&J Settlement Agreement [Member] D. Jones Tailored Collection, Ltd [Member] Stock issued during period value series B preferred stock. Stock issued during period value pursuant to disposition. Percentage of membership interest Working capital deficit. Number of shares preferred stock and warrants for common stock issued. Stock issued during period shares cancellation of notes. Stock Split Policy [Policy Text Block] Stock issued during period shares pursuant to disposition. Unaudited Interim Financial Information [Policy Text Block] Stock issued during period value net of issuance costs new issues. Stock issued during period net of offering costs shares new issues. Exercise of warrants. Exercise of warrants in shares. The amount of conversion of preferred stock into common stock in shares. Annual Impairment Policy [Policy Text Block] The amount of conversion of preferred stock into common stock in shares. ATM Agreement [Member] Due From Factors Disclosure [Text Block] Schedule of Related Party Due From Factor [Table Text Block] Donohoe Advisory Associates [Member] Outstanding receivables abstract. The amount of outstanding receivables without recourse of factor. The amount of outstanding receivables with recourse of factor. Carrying value as of the balance sheet date of matured funds and deposits with related parties, classified as current. The amount of advances from related parties. Due to customers. Securities Purchase Agreement [Member] Series B Warrants [Member] Series A Warrants [Member] Schedule Of Finite Lived And Indefinite Lived Intangible Assets [Table Text Block] Indefinite lived intangible assets accumulated amortization. Placement agent fees and expenses. Liabilities And Debt Disclosure [Text Block] Merchant Advances From Gynger Inc [Member] Target Capital 1 LLC [Member] Series A Convertible Preferred Stock [Member] First PPP Loan [Member] Bailey [Member] PPP Loan [Member] Merchant Advances [Member] Change in credit reserve. Noncash lease expense. Increase decrease in discontinued operations. Merchant Advance from Shopify Capital [Member] Increase decrease in due from factor. Gynger, Inc. [Member] Promissory Note Payable [Member] March 2023 Notes [Member] Percentage of notes to be repaid, if the Company completes a debt or equity financing of less than the threshold amount. Debt instrument percentage of notes to be repaid if company completes debtor equity financing of amount equal to or greater than threshold amount. Debt instrument original interest discount percentage. Proceeds from disposal of cash. Amendment To March 2023 Notes [Member] Amount of cash inflow (outflow) to factor. Amount of proceeds from Issuance of loans and note payable. Tabular disclosure of promissory notes payable, net. Shares issued for services and conversion of accounts payable. Cancellation of notes and issuance of preferred stock. Securities Purchase Agreement [Member] Common Stock Warrant [Member] Represents the Class of Warrant or Right, Warrants Granted. Class of warrant or right warrants granted weighted average exercise price. Class of warrant or right warrants exercised. Class of warrant or right warrants exercised weighted average exercise price. Class of warrant or right warrants forfeited. Class of warrant or right warrants forfeited weighted average exercise price. Class of warrant or right warrants exercisable. Warrants, weighted average exercise price exercisable. Corporate Office and Distribution Center [Member] Showroom Space [Member] Trade Payables [Member] Bailey LLC [Member] Short Term Notes Payable [Member] Vendor [Member] Loss contingency claims settled value. Redemption percentage. Conversion of preferred shares into common stock. Original Notes [Member] Exchange Notes [Member] Settlement Agreement [Member] Pre-transaction shares outstanding percentage. Shares increase (decrease) upon cancellation of shares. Securities Purchase Agreements [Member] Pre-funded Warrants [Member] Cash fee percentage. Non accountable expense allowance. Series A Convertible Preferred Stock [Member] [Default Label] Assets, Current Assets Liabilities, Current Liabilities [Default Label] Equity, Attributable to Parent Liabilities and Equity Gross Profit Operating Expenses Operating Income (Loss) Interest Expense, Nonoperating Nonoperating Income (Expense) Income Tax Expense (Benefit) Income (Loss) from Continuing Operations, Net of Tax, Including Portion Attributable to Noncontrolling Interest Shares, Outstanding Adjustments to Additional Paid in Capital, Stock Issued, Issuance Costs StockIssuedDuringPeriodValueCancellationOfNotes Stock Redeemed or Called During Period, Value Gain (Loss) on Extinguishment of Debt Disposal Group, Not Discontinued Operation, Gain (Loss) on Disposal Share-Based Payment Arrangement, Noncash Expense Issuance of Stock and Warrants for Services or Claims ChangeInCreditReserve Increase (Decrease) in Accounts Receivable IncreaseDecreaseInDueFromFactor Increase (Decrease) in Inventories Increase (Decrease) in Prepaid Expense Increase (Decrease) in Accounts Payable, Trade Increase (Decrease) in Accrued Liabilities and Other Operating Liabilities Increase (Decrease) in Interest Payable, Net Increase (Decrease) in Due to Related Parties, Current Net Cash Provided by (Used in) Operating Activities Payments to Acquire Productive Assets Payments for (Proceeds from) Other Deposits Net Cash Provided by (Used in) Investing Activities ProceedsFromRepaymentsToFactor Payments of Stock Issuance Costs Net Cash Provided by (Used in) Financing Activities Cash, Cash Equivalents, Restricted Cash, and Restricted Cash Equivalents, Period Increase (Decrease), Excluding Exchange Rate Effect Cash, Cash Equivalents, Restricted Cash, and Restricted Cash Equivalents, Including Disposal Group and Discontinued Operations Right-of-Use Asset Obtained in Exchange for Operating Lease Liability ConversionOfPreferredSharesIntoCommonStock Forgone Recovery, Individual Name

VJGA...]]22FD9B...QKHKH#AN#;SK7/7ZUY;JFXO;W.PA.S5(S) (O M ^B^PRS^=4G>ST^15&ZG?T1 ^&2G 8154N)RFO?7)Z3\$(DSS\$SA=RKJ :(.I. M.#0@24TE.(S%|C5WNO)Y:YZU62|G+! |D/D01.<...>

K1RAW7)O'PU9T># MC.6A3G+^" A"9F#APKWU%90D%;H4R7=>FT?XB<8Y1VNO<=>DBIXRLA96f08 M;TF2,+|=VWH@D=2<<./%UJO>6Y&1?<11 M>@<^&K%&X4<&J%0(<O1F? *?2=>KFH4" C7=LLDDDDK3UG=>J2SV1 JKGDI1M_5@>TJX14H1 IEM MZY(L2AOETL4.DL.ZC"61"WLOP.5)=46.<1V19(I.HD51?%?>06D!IBG=>JM5YMTG<=> MM/UX#DF7!BO988192?A.L<5H? Z9E=>=>OBD/O9F6R<G127NALS)9AEC& M.U.P.TY<O>ACX"JII-6I G MK=>SC18M50<AAAT.3HVRCJL29N5M"MTQAJ4Z.7SV/(&@XWXZQIOL;>@YSPEEC M6GDS14.03515U=>E?2 9. %G!7GCG6IJI9P15PU+4X="&0.1.V*!&N.M1+ZYL.F/O OI RYIIR43?&MMUJ:G3?M:JAMXL"Z?2.6;ZEOES.T5-1 M%0948Z3HAJ4! KM6G/4V4RS>E6GSD5.8H/YKE? &QKMI8IV<9>RHM.NM.FK7X.0.PJ2R=1XE/VI^UMOV6V9P <:Q'VJZL1=|GJZ^> ZOP1>VWBVS M"WX?P;JF;&V=ZGVEBUM\$D4Z;26-6;JL8.%GA2C@JIGBP0!5YI%|=5<= KSKR(M"YIS.VRXX)J<H"000.MXZ?&SHEJL[&T5G0?9YFVW08QJO.#.JIVIK K?F MTGIEOIGCG%AW.'YI"&O=>+FXR1!AGJOCGWX61O.RRDNDANPE?C=>Y%\$TSA.FG2.MTWHV)=71.%SIVOD74.OE *T+>+J+>+PT67.YMU7FNW9H@JTL;CM&O./O. M/MSS#N:2970HNN^W5!1%*9*6.[(89@N\$AT00+9.SH"GW6!%E*.NWW[2M1.YIK&G.C2-4Z;f.OND@+<L.XO7"++G M.R'V6DVZ&+MZ1.6=>50Y9Y7M.616CH+R.Y.RAC."4/ASX58BWK)=>.%YH4128X5S^D'W68'FEM'OTHM.DS1A6+W619.'9*H9I30" M">OZUHT877G3)=#V#F#1S.V00>#>9. R19(SI.#@7#W=IA.R.VBW^WTG M4L=>@1?TF=PG^86DES.LT-&^%&1.9R<+&P. %/M137/OIC&4R8.3L0LZ.P MSX1ZN30^U61BU@/HCA.2?)\$>+.#6G.7Y! 3KG."K1.4.31FO7+>+>+9.A.M. #I#<N%#1=W=Y<+>+>L.*+>#BLZ 10.0>f%C.1L483#32&H10%#-7ZL1M.39.S0-1B+>+89I<@>V.J.I<=>OZ2?B]9.V.2!D<8CCS7.U:UCID[63U#V7>+>MYY&IOCU.[&71]JMPY1OMH>+>WC7OAR<89WM9Z&V+2^JF-02. EL89&4AYHZU74O192P.6#<1<=>OW.MYO&5SPNK5TV>6>=>F<9<UHVZ.V%2^FDMAXJN=DR^AVV".."%>?7>INHYFN5A M+>3W//W.8E9I23.9%Y4W1LOU@>UO4Y0H+2>J4O273&KHT66Q& D6L%0SD M?P%02P.%& U@N.999YB#B.+>+>86# 14 !D8F=1+3.P.CO.P.3.M.P7V1E9BYX.6SM25MSXSBRYOM& @.018RF8I(G8NKXZ1.IJVA)KMR896)=(O2.O."RY">J."YB1^79<C>H. +?>O.W7Y1248^<6'RMJXWVX.9.M3."B9YR/ZZ^L120B7W#1.1?%Z&51CW&P1<3^FHH=QUU%T%_IR M^O7/GS!?!?> HGJC "5@s=J RXB.XK#O1?>+>S) DNL_IWW@^A L'=V"J M47D%X2VH?P?<=>+L_WIWW^97Z19LW9Z ^W*1<9H8I.T.B8W!W816^C.MVJ=?> GRV7744U340N^&+>O00N18ZV1<2>63NV4OVHY=G.U>+>WOU&+HO=C@EPB.81W.T.MVV.^>I?>I2*R"R.1M"J.V(XCB^HRB.9JU>|S<=>O3D]1?<H.M?7I)G*W*!> MYNW1-U>O6\$? ^5.4A.21HY.Y1AD0A3W.B&JBP@/I;|8=>^GN M.P&CJ1+M _UZCA=5H5@Z.R9DZ-OA+V/!RNN.2180(G)=JUN.PKH.^?R.GODA:"9I0M6@B M0YYIX E>1|&A^O^&^&G. =H2)O9>0^NR+816^BYL BG^YE+G11HNZ2.^?C.(M4MEH9V.ENE&GKDVO2V)?<+>J2<=>=FIYB|YD-N|F#5&FK2.%ITEQV7.M%MS%&81Y.N/<=>E.S/1T4R2&ITHI.NVUGI)W.GBSGDO4B<C=>=NB^B6<^& M&M66#611IUYA4I(0.5)M5E1(0.1).2F6KTRV=>2NM76+BRBC<^IA2E?>OU@.P&CS9+|=V.J.JUN.OE8!TQO<TKPP MI&2^A^Y!(T/LG@.105U)TQO!> UJLNSO413F _JGS@.1 GDGLV1<=>=OSQ5 M.CP.&S1ZCP3>2>@4O1.<+>MDG^4A!@892B010U!<=>+!ITBSW7W812.116A^C^>D21U#K630YEB@DHEI MFIJ@PR@WPX? D2.810KTY035FVEM+AA3/ODC1!ISP5B-31FXFN6N1!"SS6C6Z.M7O!>OROD00Y1<Y+>C14<=>A.M?>||I8H?<C%1BG\$4^MGS9QEW2DHRCDCM@> M1D1J9L1UJ.W.AB_XOS#>#>?2.128K^.#@N\$>+EW*U.CM00.\$T=K.MCNADXH5!>GUI2WP9W'GL/G<=>(9&.W)?#T7\$#>+>42DV<394<=>K2\$@DR12Y%G-8J\$ _J)P&R(\$!<^EZF) M1J7NLS6YV>#>G^%C+UVL.V*1)=M!T!O!V67[2Y M82AE<=>C=M.CT1K.05Z.P27/PZIN@(<655Y.51-4Z^FJIKU+OU+!>^?P%86WZ.MIOLIT?>A2XZ?>R.6B-62L00>1KE.U9>#N19.178K8MTL^F+3>Z.A36V^F0 MX-.7&X? AM87=>8..O+>N.#ERK.OLBVI1H"G@SWONP^UXIO93MU+NI^>XIO MWR ^>=OUUIC77\$@>J@MZNH#BK-TAM7O4+>^C.BMNTLRG>=>.#BZ#P9^L7 MZ?Q'R=E20E1!&^>NOSM1L.6\$W#17?>O4D.2RW.M%#2MV=>=PCKP57>4NC<=>+5/1E.I6E#T! \$!(1V2\$>.<KVR@2.2MY9N" 90PEA".03%VS?>=O.>ZC\$>X4W#LSLAC=>[?>?>7<09[P1.9]L.V_OH.M.N2MFID2>3CZYA4I6>(0%ZUO)QR6\$=>52L20^BC=>7.O16!>UW.WM.JI.M\$&@+SO+>HIV&#W3/IL(T.&D6L.TB.\$S#E.VO3N010>S1FX M/S9R5NT4=1+Yz=>9(+1>#>D.KG726&.GZT^F^1.7' O.X!WL8C%)M|T?>M7+06<9E!>WJXIHOU7(3HX5.I02DEZP^TAV(T">?>7=|M1@>YU!(LXCD&PL MVMTKYFCEA\$S.S.(D'CSX'80&@OY>=J|5TK7M(7.C1I)@IOVOG9EP&B.M1/Z^79."I9A(B.59^>D0>."YJ.R3!R925%@H|)>=&IG3P%4 "BWP0\$>_D0">T9#9\$P|TH.^HXZ!^I1%RBSTK/>+>MIM75>O2GH@>#>@>..X\$>C69|E|TRX8N^?2SYIV2.YYB5DNB.#%2N\$>CNVJ.M%W6W.'V\$E&2LIT(7X^U8V.X8Z^X^NRB3I.CXTI)XBS.#P6!^>S\$A!<=>M.P.4VFCO^XDY=>^2SCL.KCR.C48\$")>H3&D2P97L7GW1(M.O.M)/VBY@5ABB^+1N6-1A^>NRIH6VU?2?I?VZ#X=>+25..R928R7F85\$3M.X^*X.H\$>5>1PR3.A^*NWP145N.RX1^O-U[V.]S=>A17D.R7K1^N>#Z1=>= M.V|B(1).JQ&3+J8GY#2GP6.(AR0#7G<=>(BV+N1\$Y5^YI.68\$>ZM^B3 Mx++&KEMIV!==(O%GKPF.4L%HW&F\$SIS(1R+?># 9EHD&T|ITTYOEG>VY MPX<IYMN4+&ANW|@> >5&Z.N.HI7N.Z?2%?>P1PTU^P24Z\$K..M51#1 M93>6.28I/EA..U9Y MCPBP.7%>TLPV.4J4MVB0..H\$1.V|U3!>WEJZ\$20221^B.N9#HT ^<4^>15^R.M+|JR+106A#8M?>S9-Y1868\$2\$>O>3XD^F9TCVJL-EZHC&F1.KL8)B^4V M#3Y(O+I+&Z%91.1.(U5C-/I/>Y^E.UFEYCEM.V:OQ0F85=>|G@>=>G M" M">#13ZUN1T+Y^TAY|J2R^?>+119I&|08BZJ|)O\$%AM M=ILYB|C|D^N21=>|2R^..?G(PUI|PVA^L.GG9Y9E5FEESB3#1+>#1E.Z=>9A2^J6TAJ05U5(M=I.FD8Q.@M?>+L&^KDD^1060P21#H17.5G\$+!(70XMK7Y).78^>^6N.ZS8X^&K M#H.BHQ^L^H.AM.MNPJ^>+>=>IG>7?>.4@>62GV+>S1DYNP<.>+19=8I!PSYCL^A1A0H5UV6M=>I.FDR1E5T9595%SI26V7.D.W.SB\$>F# M_ON'D#B?|VR&|N0%L^<.<.<X^&O6 M1\$>PIU+01#>=NIH<=>YZA%4<5#RIN.M.T.HK54&0D1N% GUO.LVEI^R.H=454%#?#1(SZRH.OWR.)!>OVN^8M.MI0D4+BI#1\$K0^H2A168.7V6&1 61SV4^R2XHP4V3C+6P7.5EA9#P7(I.NPXSDCSOZ&PRL.1HOH/L=..09.6S2..M)?WRU0?1>|W15^1.%G?2IG.16MSR<=>Z.EA@G^X^B^V@>E9.RKG451>XOINSV0G B9T0#>4X^1^XB1N^ MLO0^>Z^&A1MR6M-96P7GO^UI+CFHMP>>O>#>V&G+P^=F&N.W=HA<9@!>09C\$ M1T15.E#>+T+9K18^*88X.O67S9U..0H-(9H -/6^58103^3MG6NDX+1 MS 7N6^9 &I&AW^G3F)WO.6C.7U10E2Z=>13441<X4X&P1X|JL^"SS0" MPP=>#> DOG&63=C#(3|&P|&O)I!1T04C0.C^Y&B&9@ MIU3N.RXUU>D P68M9#1.S3#CH4H>6) I5C1H3+8M^YX<+>L? >6XN\$ M1PUK+NZ<0=>#>C-Y?2?8KC=G4J5\$GK LFPISIV^ZPL @&P @LDPFC M1D16A|X&C&F1)O1.S7VMM^>+1AX(4D.0E032TR1Y=5V)M>#>5X.O.MCJ.31004716R2)PS EX=>+MII/Q=>#3YVN(M) WA?&J I5X1!)>GII!>M=>L^Y5&S? 225G6144 7PHS3 K0I(7Y5>7UOPID ^CBI4RNUCAUC=523N M3|L.O1WIPI<=>NVP@.078^*PPI1?7X!>+L.R.WFBMR=>? 1^7C8 MLO+>X.<.(1KY05056&K83N3X<TCT?6^>6M^9D) ^&XO6D5M5G19U..MEI|N3120E1?WZ.CB?>#>+>P2 K1NS3WRC!)>VJZICJW@.1L7E.M9S217ZWTY?)>O%>X.WL^>+I|WVWH|LZ.1N>+>16.M82&78S5X.FE)P^>Z+>O.M2O+>S9H/7Y.B3K3PI?>23N3F=>4&G1LWX@H5M2Z=>E.RD1+9FYZ1U1.U.X.M18K558.AWVXAV\$1.GW^<+>?>IY05%NS2UA+M.F.M-J>? X1>10IV/O+>+>L6.B4I9KD0^\$R6GHOJ\$>#M&L&FX5\$^F.=>I8>BXM.MDBRRJL.F.Y5166&37!M^R8C=>ARL|MSDVI^"J2=>MIRCIU71YQA.O(GM1=N2Z1KZ^ZR4C=>@15|<.> <2Y%WCW@>E\$YCGI+>XK.FO.4>O1^4K6?>^>^>MP2D-%G.9K5!)FJZ2I+H |?Y2U.JHL^>+>+D5S39LYPU MX%O&F^O1090!>.*=>#>OC\$>*>QR53AA.3OIJ@>^K3(<=>M^7".ITZ&SUUD&L M34\$5.94@)04TU9=>537QY83.3V08S59P^*1<..U7&N55:4KGVX M^?H1X7.M30^C?P5=1.6A5S71E.F.PGUT?>V.P^UXP^=H^<P..J.ITR2.2V+2E13-KO=>+M%&5G4.O >6R=>UZAJYI(F2H^RMB9)1D7PFWL1^&A9+?>?>O.ITIGR.ML.TP11S5VR5NKJC<=>^HJM!>L>RHNE+>+|B12?U> 4GA.9S.DVDVA=>E&I M1%58HU01<^S2.*O4TW/!6!#?2(>DR)/DLR^|MOZ.M.^>2+>S1&^*ROO.M+>8W4MM#10^U?%1.EZP5187OK&W(W.SR.O.4O?G?P.C&S.97%SIJ54?>5C&H1 M.OAQ>ZJOY\$5L&5F0U1^*Y+>O.T-G=>BV1O(G? SDR1LFD=>HE\$FT^L1+2 M.#4%1TG.W\$..^CVJ0?>=>?>PE^>ADG+MGKS M41E^JMK0A^>B^<N>S>JL16 MNFL.JW.%XMG&(AHY7M#^E=>(&H^A5M56K M^O^>M1(KL02/V.Y5CE) ("Z>T2.%Y87>80(8H^T9!>3K87R0&L15.W.T&B.MOBNWS1\$>?)>?>U292L1N?D?H0!>14. 6CP|HUN1|BUW.YJAW.IH3T^EFK^<=>M.^C^PVS=P.C.A.U.)PIM.JWD1A=M(29..0QO3ZXLIA+3E2^*K5->+K2^1RC.>FVDY90?>20\$AN@>8C081%F1# MT@>F.MBWNW1\$6+>B3D1716N^3DH60J3Y1.CJ4SU^!U1+21^*#1R.>+>O^H?>^>M^>K80U=>MAD=I!>+>UIOPT5^>JDP=>HPMZA3N?>UEI&X9I8->SGNWVX^G MOTR^R3+U741%9^19MC.39=4M9&UGC03<8C.>6HV.#WF@YO%STIE?>O=>#M#|B4>|JUF.LHV1&^3DR ">1R0R1Z4LD=>=>92EJO.)*R^>D23^TCKE MZV\$>^X+>N5UE<=>L(G5B60313CQNO#>?>49H59 3ZGPIU@>ZVO.VAW26!>O4=>#>OC|&I8:5\$1JY/2BVG MV?>B?>2\$1."6RD191S>1L12\$>W0F+XJ#38@&C^S8871<2|H3.4W@N6>=>@> MV5^>E1&R1(7#1I8I2U.79W>2>K6RIGH.K1<5U2V7GO:5 ZUW^7483B+>M1. O3P329V7K-PW.41B1VHG470H^H\$1.Y53+|J076=>0M4J0F16>3 MBEG<=>EN%08PQ%81%32V^DO->>OJD|J0V1+>CUV M\$S.O2I0.4D=>=>KUXP5.ANS=>E0?0?1L:ITZKK^9957H8C&F52&8-5U5F.MOBN.D.MYVOS|S|CJE!>*>O@&=>NCA^NS.9RN+>1^3M^>S=>E@>?3HT770.M4L9.)&3->I.O)HNLA<=>0.0Q-4B/PPAOS40A=>#R1DF1@>G32L."57!." MEW&^1/2C1^OLV5UYH.Z>WS5E9E&F7BD.U^>WJG|IRKE?>F!E^>?>E3<1^4P.MV5-%!>607<2HE! |LARU0Y16.18SE.KYN=37M\$&. \$A64N13GK1VD=8.M6184K^X&A@AY3C0D1M78&D1CIG^I260M4R4R1G.(2>=>NXO^ID@0..<O.KM.MIJO.63R4MOA#>U+9B.5^<P+>B%Z)>@> MKUG2.BYM.J6K6KQW^EMR48\$Y?I.FM12?>I5D7619.70^>O21TO988N<.>M.ZH)U1M7H15.D5PA=>=>69.9Y43KOC+>Z.2G5<=>..<O.N1.%ED-6WR1A^>I^T^E.M3+3VAIL (&OV.L^19YGM14R62EWGF.P9OVJKR^?3?S?E6J-43^/O7.I.MF.=2.4^N5(SA+X<5ZK^<^<^H^POI&3IC UC#18:8F>#>1.9OTGDUZ.B8I.OB.M.OA=HE6)7JBAI74Z1?E(&18.M.OB>+>ID00.1L4>U>P29^TNF^O.HHT+O+>2=>C@>TZGSITRE0AL<=>154L.M9PDPYI|H3<=>0BLH+>^2&OK.M.U8Y@|S\$K\$).":JZH98L\$^Y^>617V3Z^P=>APO.M500C0=>@>GUU0SRZH)>^>6MIDA.**?> II.KVY2IY4?>?>2J2D+>+NOVV^R#APA.(I:5IUG.AEX(N32^**M (0\$>M^75G08M1-TWN09YZ)>=IT."8N1J9N.TPN.A).WM^=P/DQ(SA^1I.>=>N^ MVOA\$>2.255)OT.JM.WV(I)E9N^RDESIS923^*!>FLEK?>=&(\$&)>P>OR.M6=>5.510.0.661<=>3A.2T1.2KM1S+>D>9>GKIIQIG/GVZ4-SPY2=>P.L^>L(Q4.M93UUEW2 T7&13OYV.F(C|M=>=>C10I?>+>#7^VP&A4.O^>VALUO00^&4N)MS^W@AS0+>^>C^>DR3>B9T^!H\$H=>+>BO=>F8Q221&G^/JZID=K^#M.AX^>L^>M.G#U1)M&G#DBS926VA=PNIYE8N.MD?>=>I&M8B(X114FER.=|L^"Y5M6(S|L21)>?>2?>D1E^L&=>S.R09HAX MV4<=>A>AW.XHRG.Z2=1\$1=>@>O^F^X+K3FZ2+D+I?>?>I@>4S>ODC|>G&EJ\$6.MOR>8.0^DD+I2Z 1.K)E.X)K1ZYLEI=Z|^>K^P^THX6B^(>+>I^R^E8I&G.M^M^P#AS96SVU.MT.LO<H0>?>S3CGJL@AR.111W^N2T1D>LKK16^FR>XK1&BLW1H^C^E.>^>L^RH-Z2\$>P=>D^>O8^S6V2C S5\$TN1^O7H!C1BZD%&MMIDUS>0JL^*=&= P80Y%IRRCGT^WN%KJ?>U%KB<2T.M#N=>W?>OYLX.MNP^T6LZ-1-7#N^+>0I5>=>*>B@H#)=K.UC2IX9KI+N@> M19.1T.KW#9A&F0!<L? O18%L1% 3MK.4^5+|>SBJ)IT510^4TK^>=>M<=>V."GR.B4>#M^L^K<=>^>VLDGLI^TF<3^>=FP^+>(&X&F1E.R>G9IWMJ#^>MM%1PP&MPO#(8C5KZ>?>26I?G?>P%&=>@2H1..139 *39J^6Z.5.M1#>H1S>=>E.X|J1.IJW1W+>4^OF4>MERG@>3^>O.DA9L9S<8@M.LS<|&8<4>WJ0#1.2 MU.PH1XHC.8ND43DKZYVBC&T^"M)W02^3M<=>B1&R^MY%CEO?21.S.C.L^ MCJ7&K1^>A=>=>UW<G&P^M1@>SEI2P61^&F&FD7^756^ZZXH+&@&K#IITD.M1)JE!%>+>E+!>J.NJN.X^>M^>X^>D^94+4E6H717.L4<=>#(NWTY+JDD88)>OZ0^4A4 3S75%A&2M.S.H->R/S.XQ.O.Y\$..I@..KJBK.L^>+>WGE?>#>O#>4Q3PB9P9IV@>=>M^D^>8VFIET^S2S-EXD1)H1BTE6MO^KX<=>LH7EO-IP%PEA^N7D7>=>P.2.05H9>9>K<I=P%>HBP->Y#>@SDD7^BH.Y.M5=>32730<0^>Y(U@N18\$>8?&K\$13 M.O=>PHLL1Y.D.7^<=>@>GD^U?#4&JX265D.9>4 BRVNO<=>FNA?>Y0?>?1.M074-4)GU>01\$>JL=>=DC2=>DC2GPTFNVOJ;T&#>OPI?> >T/O1^>KUGY.G^M7J.FV30+>#5E10K^>L.U.MB7.CD+7.H15B1OPOM(C.>A.C1DHD90<M^>M4^E=>=>8.IFD1^N4C0^T^L.JEKKJ+>S&P&NR1\$3UT.%P+>T.E09<M.K#671\$-F1N%U%Y@NE&E:1V3I (I&4OBIP511=8.MYCOB\$P8.U^K.3U^9^VE=>B1RSQ1 MWM@AXMNDR1^N03R4X.6.6Z/CRW^HD+M^OEA^TTL.ZGAYL^6X2RYL) MT->=>9^Y1D8.S.LCM.EJXNACAR^EAT?>HLHH.#2?>7.^2TAIVY1R1.MT.M8C?>#D.1+>+>=>+>=>@>^>T.XR.B5HOCM3T1^50Y%IXPWL3M5\$F.O.6T0U.M^1CGJ^HE3GZ) W7->=>15^>#>E.E-V5?>9JGMF#>#>VZE37X@>MEGDS>VPN^>(>IZWG148I.H+>P^>5>O.N1+>=>#>212235I)YI&A8^WBW.M31-8S.R.F#2WCP#MCIUJZEST.SW/6:8JQ.MMI!>LCE2R\$!N.9J->4^>@>C1HVK?>C65IPMZA&O>LVP2+G^D^>G2.RE.M#BV0VH1T9L>?>2INOK3Y1-IRN8.W351@DOV(M1\$F+5.O^>T.M.EB#E\$>=>O^>P9NU>0T\$O5?>1L1R25\$1AB^6%FWL30>=>GIP5%#R^>BO^>#6=M#>2^>M+>S.M3JOXO.ZIP?>S2.A5\$N.7L."R\$7UY1.LW.7\$>LZ.5M&MBL1|>+>X&U1+>VW=ISZ\$?>B^>3RUTB^H1U)@>6.E.MRHW3(2G&RBSYCE@!>@8E1R75O10->O#>S#13.E.M^>D73M.CW\$T.VEMVJZ.MV4U.M.OLP4(OZ>=>NINT@>HJ.4MLEMVE2DEFX#LW^KJAY.PC15+3XWBVS&D&JXK.M0>X<=>C.CWK@+>?>D)G&EJAJK08X>85.DVCS32?>81<ZLP:.(CFE/L.9\$1.M7\$1.H.C.DI.^YFLM9K^>O=525\$H@>E1UYOFOK^>UJ#^>..6<=>+>6^>N^6X8.MWIT^>S#>PXDQY4PT01^AR1662^E.FIWS^P.M1T79U9M44MBNVA:IEF@S) ^R6FIO+^N1L^2PDW.MI.O#>..M.XM12M1VV(7I.E.C2)>+>10G+7<=>T.GXCG3IC(615)SFW1MIOX^>4AY.M.^H^>461.#9B:=>68^>TW.MYSSL=>L8G5A13PAID>X\$!T2QASU1Z&@V4UCHRS.M(WX1R0Y97?PMLU20XH!ROW:"T.C1^>9=>WW.63+>E+>4^5F%.."D2.K@.K.M^&=>O&VEZIE/O^J5"=Z6^IR<+>X;O1I.EKWA.L2EQW5X)21.9ZPX^+>3A.M2I^>=>6L\$P8@>T^>B^>O4^>KDKJO^IV?>#?>ZGLL(IZNI.LGT>#>COLBD1I.MS7#PSWT.D\$8A.A46:5)=(<=>L=I!"K1635030J!>=>TG>@JAC8^34I; M73KGL9J3IK8)WAKX(I!)39M45SNWKE1%\$S\$>NV^>O^?>J UG3DR6M^&P.T98P2PG&CU8Y2M&CY\$>R.WJG.F7T."4!>3W0&XU>U73R.O!>K^P1.00=>3VUW^?>14!>30PH\$D MY+>0.2>1D3?>6-P1#>.@GO.DR716G@>2<=>ZXVJ1Y?>HTN^S.Z.J..UWP.MFGST7.M.HU6E)GDE?>F&G.4+>X1U)4ZF+RCKRS>5<=>X>>KRIR.E4.MB=O10=>OSV1Z.ZR-B545C4H8M^>C.M^>L.P.M7\$>BL2P!T!>T.NROR.KUEA^>6!G1K5LIDXS.E+>1K5R139<1<M7OHT^CY.O.K#>+>D+>C4+>5FE.B3?>?>S1A?>?>5W1^O!>F5(L^SOWS^7K2.M6Z^>4Y^H=9M51445^ IRW#9NIX&M2F1&3133L.U.R.I009\$).<4DXDYZ\$>^OU>=>0%9I(HZ11<F1E7D2.G2=>S9U7^@J24.<=>MHB9Y4+>PDS8A^2ND^>01V1^>FDM\$Z>U2>M&FZ&I#MNCI|WPMI|UUL.T.VW.1 M2&S9S3^S8W&GDISEGN:WOCJ1U2^6H0#=>=121^>L^C1^>L^O^>P^H^=4.KMB@>M.L\$>S.>010%O^>X^3B86>J%IJC21H.YK5=F&E57A7V%BSMUOPI+>8+>05.M=8C@>?U1M^H6L8DRD. 2+>91\$!OM^L^&M^>T^D+>3G^Y2<1^>B^O7^*WS.&CENJ&A=GI^MKX5^1^?>FEROL^S^F33P.F.#K=>RWW7^H81ZODW10%>C>O>2&MG.^CR6.MO1O|>O1L107K#^2A03M^K/C.&S\$!^? ^U1+P04 ^#4@>VY9DE0S M%>BV.NL&D3(OV7J1.X7+>#>Q.MXR)N6?>OQ3P.HLJXGBW6W&2780IX1 M8F.81V>?>?>PFW=>?>R23+>YI\$N@>^3+>@>=>F.E#M=>M04148(716?>1^5 M8#>@>?>OZ^>W^>1X54X83.T?>NA=>=>#>2U1^21DX^QI02D1(KO/4^>U+>G1PZ1CC@>|>=A5511=EI<X+N.WE?>X<=>^>@>^>Y.F.M^AX210I0FF>1717-V10>W!>+>1^R^H@>83AJO^>M^>L^>P >+>ANNV.M12+>NM9LO.UXOV78V.OVEU^Y0I0=>E164:2A.#M7I|I654VGOAQ^>P.M^>O^>L^>I^KU32+>RG^>?>R^>R^>?>Y1Y11?>H<=>.<=>P.A.AX.4Y(8T5&BLNCF^>6^>MBOLZD&VJ.YEXZ\$)2BJSXSFZ14.PKIE3VWJXK3^"I#>F(E\$660^A4^>W.M.M<7V1<=>U1C58P.(S/O2O.C27.P520.0P21L.#>^>9YMITX=>P^?>E.19P@>1^>M1BTRG=7E^>IEO->A!>SG.H2N(QI&C1T=?> SCA<=>UYXW9I|L.NOS&O&G.ML&I!&I^")X1IHPCO6T55&39UNXA.@06.F7^>QTP#>D2\$S89UAW=W!>#>4ACRD.NU&K(RI.T5.G.MR=127X)H#@>894.VB08HB^R125+>@>224T0D=>=>BR0L^V7.%CA.I^*A.55F.M1^>4Q(3BQ#>=>V61#>LBO=>MBU^>O2GR0B4O^9TU5^>KUAQ.SJND1TRH6YM.V.%M4P1AVQ7.KEI>B/5.%>KFI2^#8^>O#&

commercial matters, intellectual property, competition, tax, employment, pricing, discrimination, consumer rights, personal injury, and property rights. These matters also include the following:

On March 21, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$43,501. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company does not believe it is probable that the losses in excess of such trade payables will be incurred.

On February 7, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$43,901. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company does not believe it is probable that the losses in excess of such trade payables will be incurred.

In August 2020 and March 2021, two lawsuits were filed against Bailey's by third-party's related to prior services rendered. The claims (including fines, fees, and legal expenses) total an aggregate of \$250,000.

In October 2024, which included additional legal costs.

On November 16, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$345,384. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred.

On November 15, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$582,208. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred.

A vendor filed a lawsuit against Bailey 44 related to a retail store lease in the amount of \$1.5 million. The Company is disputing the claim for damages and the matter is ongoing. The vendor has recently updated the claim to now be \$450,968 after signing a long-term lease with another brand for this location. The Company is disputing this new amount after review of the lease.

All claims above, to the extent management believes it will be liable, have been included in accounts payable and accrued expenses and other liabilities in the accompanying consolidated balance sheet as of September 30, 2024.

Except as may be set forth above the Company is not a party to any legal proceedings, and the Company is not aware of any claims or actions pending or threatened against us. In the future, the Company might from time to time become involved in litigation relating to claims arising from its ordinary course of business; the resolution of which the Company does not anticipate would have a material adverse impact on our financial position, results of operations or cash flows.

As previously reported, the Company and various purchasers (the "Investors") executed a securities purchase agreement (the "SPA") on or around April 7, 2023, whereby the Investors purchased from the Company promissory notes in the aggregate principal amount of approximately \$2,500,000. As previously reported, the Company entered into settlement agreements with the Investors (each a "Settlement Agreement") on May 24, 2024, pursuant to which the Company agreed to pay aggregate cash payments equal to \$1,789,668.37 to extinguish all obligations and claims under the SPA. Original Notes, and Exchange Notes, as follows: (i) \$1,789,668.37 to extinguish all obligations and claims under the SPA; (ii) \$500,000.00 on or before May 28, 2024 and (iii) \$1,289,668.37 on or before September 30, 2024 (the "Final Payment"). On October 3, 2024, the Company entered into amendments to each Settlement Agreement with the Investors (each an "Amendment"), whereby the Final Payment due date was extended to October 31, 2024. On November 1, 2024, the Company entered into a second amendment to each Settlement Agreement with the Investors (each an "Amendment"), whereby the Final Payment due date was extended to November 4, 2024. On November 4, 2024, the Company paid the Final Payment to extinguish all obligations and claims under the SPA, Original Notes, and Exchange Notes.

Between October 3, 2024 and October 15, 2024, the Company issued 1,311,345 shares of the Company's common stock (the "Shares") to a certain note holder upon conversion of a portion of their promissory note originally issued by the Company on or around October 1, 2023 (the "Note"). On October 16, 2024, the Company became aware that the issuance of the Shares was in error and not permitted under the terms of the Note due to the requirement thereunder that stockholder approval be obtained prior to the issuance of more than 19.9% of the Company's pre-transaction shares outstanding upon conversion of the Note, as referenced and specifically required under Nasdaq Listing Rule 5635(d). The Company then notified the note holder that the Shares must be returned to the Company's transfer agent for cancellation. Accordingly, the note holder is in the process of returning the Shares to the Company's transfer agent for cancellation. Upon cancellation of the Shares, the Company's issued and outstanding common stock count will decrease by 1,311,345 shares.

Pre-transaction shares outstanding percentage > 19.9% of the Company's pre-transaction shares outstanding upon conversion of the Note, as referenced and specifically required under Nasdaq Listing Rule 5635(d). The Company then notified the note holder that the Shares must be returned to the Company's transfer agent for cancellation. Accordingly, the note holder is in the process of returning the Shares to the Company's transfer agent for cancellation. Upon cancellation of the Shares, the Company's issued and outstanding common stock count will decrease by 1,311,345 shares.

On November 5, 2024, the Holder facilitated the cancellation of the Note.

ShareBasedCompensationArrangementByShareBasedPaymentAwardOptionsForfeituresInPeriod_pid_c20241105_20241105_us-gaap-StatementEquityComponentsAxis_us-gaap-CommonStockMember_us-gaap-SubsequentEventMember_zfpy8Vq6IISj" title="Shares decrease">1,311,345 shares. The Company is in communications with The Nasdaq Stock Market LLC regarding the aforementioned erroneous issuance of the Shares and subsequent remediation actions.

Completion of offering Common Stock and Pre-Funded Warrants

Times New Roman, Times, Serif; margin: 0pt; text-align: justify; text-indent: 0.5in">On October 28, 2024, the Company entered into securities purchase agreements (the "Purchase Agreements") with certain accredited investors named therein (the "Purchasers"), pursuant to which the Company agreed to issue and sell, in a best efforts offering (the "Offering"): (i) 6,233,650 shares of common stock (the "Common Stock"), at a purchase price of 0.10 per share of Common Stock, and (ii) 24,109,350 pre-funded warrants ("Pre-Funded Warrants") to purchase Common Stock, at a purchase price of 0.0999 per Pre-Funded Warrant, immediately exercisable at an exercise price of 0.0001 per share. The Purchase Agreement contains customary representations and warranties and agreements of the Company and the Purchasers and customary indemnification rights and obligations of the parties. The Offering closed on October 30, 2024. <p style="font: 10pt Times New Roman, Times, Serif; margin: 0pt; text-align: justify; text-indent: 0.5in">The Company offered Pre-Funded Warrants to those Purchasers whose purchase of Common Stock in the Offering would have resulted in the Purchaser, together with its affiliates and certain related parties, beneficially owning more than 4.99% (or at the election of the Purchaser, 9.99%) of our Common Stock immediately following the consummation of the Offering in lieu of the Common Stock that would otherwise result in ownership in excess of 4.99% (or at the election of the purchaser, 9.99%) of the outstanding Common Stock of the Company. The Pre-Funded Warrants may be exercised commencing on the issuance date and do not expire. The Pre-Funded Warrants are exercisable for cash; provided, however that they may be exercised on a cashless exercise basis if, at the time of exercise, there is no effective registration statement registering, or no current prospectus available for, the issuance or resale of the Common Stock issuable upon exercise of the Pre-Funded Warrants. <p style="font: 10pt Times New Roman, Times, Serif; margin: 0pt; text-align: justify; text-indent: 0.5in">3,000,000 before deducting placement agent fees and commissions and other offering expenses, and excluding proceeds to the Company, if any, that may result from the future exercise of the Pre-Funded Warrants issued in the Offering. As compensation to the Placement Agent, as the exclusive placement agent in connection with the Offering, the Company paid to the Placement Agent a cash fee of 8.0% of the aggregate gross proceeds raised in the Offering, a non-accountable expense allowance of 1.0% of the aggregate gross proceeds raised in the Offering, reimbursement of up to 50,000 for expenses of legal counsel and other actual out-of-pocket expenses, and up to 15,950 for clearing agent closing costs. <p style="font: 10pt Times New Roman, Times, Serif; margin: 0pt; text-align: justify; text-indent: 0.5in">2500000 1789668.37 1789668.37 500000.00 1289668.37 1311345 0.199 1311345 1311345 6233650 0.10 24109350 0.0999 0.0001 The Company offered Pre-Funded Warrants to those Purchasers whose purchase of Common Stock in the Offering would have resulted in the Purchaser, together with its affiliates and certain related parties, beneficially owning more than 4.99% (or at the election of the Purchaser, 9.99%) of our Common Stock immediately following the consummation of the Offering in lieu of the Common Stock that would otherwise result in ownership in excess of 4.99% (or at the election of the purchaser, 9.99%) of the outstanding Common Stock of the Company. 3000000 0.080 0.010 50000 15950 false false false false XML 72 R1.htm IDEA: XBRL DOCUMENT'

Cover - \$ / shares	9 Months Ended	Nov. 14, 2024
	Sep. 30, 2024	
Document Type	10-Q	
Amendment Flag	false	
Document Quarterly Report	true	
Document Transition Report	false	
Document Period End Date	Sep. 30, 2024	
Document Fiscal Period Focus	Q3	
Document Fiscal Year Focus	2024	
Current Fiscal Year End Date	--12-31	
Entity File Number	001-40400	
Entity Registrant Name	DIGITAL BRANDS GROUP, INC.	
Entity Central Index Key	0001668010	
Entity Tax Identification Number	46-1942864	
Entity Incorporation, State or Country Code	DE	
Entity Address, Address Line One	1400 Lavaca Street	
Entity Address, City or Town	Austin	
Entity Address, State or Province	TX	
Entity Address, Postal Zip Code	78701	
City Area Code	(209)	
Local Phone Number	651-0172	
Entity Current Reporting Status	Yes	
Entity Interactive Data Current	Yes	
Entity Filer Category	Non-accelerated Filer	
Entity Small Business	true	
Entity Emerging Growth Company	true	
Elected Not To Use the Extended Transition Period	false	
Entity Shell Company	false	
Entity Common Stock, Shares Outstanding		38,613,438
Entity Listing, Par Value Per Share	\$ 0.0001	
Common Stock, par value \$0.0001 per share		
Title of 12(b) Security	Common Stock, par value \$0.0001 per share	
Trading Symbol	DBGI	
Security Exchange Name	NASDAQ	
Warrants, each exercisable to purchase one share of common stock		
Title of 12(b) Security	Warrants, each exercisable to purchase one share of common stock	
Trading Symbol	DBGIW	
Security Exchange Name	NASDAQ	

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Condensed Consolidated Balance Sheets - USD (\$)	Sep. 30, 2024	Dec. 31, 2023
Current assets:		
Cash and cash equivalents	\$ 289,346	\$ 20,773
Accounts receivable, net	276,334	74,833
Due from factor, net	438,269	337,811
Inventory	5,040,518	4,849,600
Prepaid expenses and other current assets	353,307	276,670
Total current assets	6,397,774	5,559,687
Property, equipment and software, net	79,310	55,509
Goodwill	8,973,501	8,973,501
Intangible assets, net	7,324,579	9,982,217
Deposits	152,711	75,431
Right of use asset	365,246	689,688
Total assets	23,293,121	25,336,033

Current liabilities:		
Accounts payable	6,251,884	7,538,902
Accrued expenses and other liabilities	5,236,437	4,758,492
Due to related parties	426,921	400,012
Convertible note payable, net	100,000	100,000
Accrued interest payable	2,053,102	1,996,753
Loan payable, current	2,743,508	2,325,842
Promissory note payable, net	4,730,740	4,884,592
Right of use liability, current portion	899,726	1,210,814
Total current liabilities	22,442,318	23,215,407
Loan payable	150,000	150,000
Right of use liability, non current portion	313,723	
Deferred tax liability	368,034	368,034
Total liabilities	23,274,075	23,733,441
Stockholders' equity:		
Common stock, \$0.0001 par, 1,000,000,000 shares authorized, 3,769,859 and 1,114,359 shares issued and outstanding as of September 30, 2024 and December 31, 2023, respectively	373	110
Additional paid-in capital	121,748,573	115,596,929
Accumulated deficit	(121,729,902)	(113,994,449)
Total stockholders' equity	19,046	1,602,592
Total liabilities and stockholders' equity	23,293,121	25,336,033
Undesignated Preferred Stock [Member]		
Stockholders' equity:		
Preferred stock, value		
Series A Convertible Preferred Stock [Member]		
Stockholders' equity:		
Preferred stock, value	1	1
Series C Convertible Preferred Stock [Member]		
Stockholders' equity:		
Preferred stock, value	1	1
Related Party [Member]		
Current liabilities:		
Due to related parties	\$ 426,921	\$ 400,012

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Condensed Consolidated Balance Sheets (Parenthetical) - \$ / shares

	Sep. 30, 2024	Dec. 31, 2023
Common stock, par value	\$ 0.0001	\$ 0.0001
Common stock, share authorized	1,000,000,000	1,000,000,000
Common stock, share issued	3,769,859	1,114,359
Common stock, shares outstanding	3,769,859	1,114,359
Undesignated Preferred Stock [Member]		
Preferred stock, par value	\$ 0.0001	\$ 0.0001
Preferred stock, shares authorized	10,000,000	10,000,000
Preferred stock, shares issued	0	0
Preferred stock, shares outstanding	0	0
Series A Convertible Preferred Stock [Member]		
Preferred stock, par value	\$ 0.0001	\$ 0.0001
Preferred stock, shares authorized	6,300	6,300
Preferred stock, shares issued	6,300	6,300
Preferred stock, shares outstanding	6,300	6,300
Series C Convertible Preferred Stock [Member]		
Preferred stock, par value	\$ 0.0001	\$ 0.0001
Preferred stock, shares issued	1,643	4,786
Preferred stock, shares outstanding	1,643	4,786

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Condensed Consolidated Statements of Operations (Unaudited) - USD (\$)

	3 Months Ended		9 Months Ended	
	Sep. 30, 2024	Sep. 30, 2023	Sep. 30, 2024	Sep. 30, 2023
Income Statement [Abstract]				
Net revenues	\$ 2,440,801	\$ 3,257,332	\$ 9,413,457	\$ 12,127,135
Cost of net revenues	1,319,214	1,554,044	5,012,457	6,094,532
Gross profit	1,121,587	1,703,288	4,401,000	6,032,603
Operating expenses:				
General and administrative	2,429,040	3,735,527	6,347,460	12,115,590
Sales and marketing	655,833	1,151,377	1,979,173	3,188,054
Distribution	180,879	238,546	745,412	750,945
Impairment of intangible assets	600,000		600,000	
Change in fair value of contingent consideration				(10,698,475)
Total operating expenses	3,865,752	5,125,450	9,672,045	5,356,114
Income (loss) from operations	(2,744,165)	(3,422,162)	(5,271,045)	676,489
Other income (expense):				
Interest expense	(742,557)	(1,956,080)	(2,487,172)	(4,907,567)
Other non-operating income (expenses)	(54,515)	(57,752)	22,765	(734,501)
Total other income (expense), net	(797,072)	(2,013,832)	(2,464,407)	(5,642,068)
Income tax provision				
Net loss from continuing operations	(3,541,237)	(5,435,994)	(7,735,452)	(4,965,579)
(Loss) from discontinued operations, net of tax				(1,562,503)
Net loss	\$ (3,541,237)	\$ (5,435,994)	\$ (7,735,452)	\$ (6,528,082)
Weighted average common shares outstanding - basic	2,171,823	373,498	2,061,252	283,678
Weighted average common shares outstanding - diluted	2,171,823	373,498	2,061,252	283,678
Net loss per common share - basic	\$ (1.63)	\$ (14.55)	\$ (3.75)	\$ (17.50)
Net loss per common share - diluted	\$ (1.63)	\$ (14.55)	\$ (3.75)	\$ (17.50)

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	Series A Convertible Preferred Stock [Member]	Series C Convertible Preferred Stock [Member]	Common Stock [Member]	Additional Paid-in Capital [Member]	AOCI Attributable to Parent [Member]	Total
Balance at Dec. 31, 2022	\$ 1		\$ 18	\$ 96,293,694	\$ (103,747,316)	\$ (7,453,174)
Balance, shares at Dec. 31, 2022	6,300		178,758			
Issuance of common stock pursuant to private placement			\$ 5	4,999,875		5,000,003
Issuance of common stock pursuant to private			51,086			

placement, shares							
Offering costs				(536,927)			(536,927)
Shares issued for services				499,326			499,338
Shares issued for services, shares			4,756				
Shares and warrants issued with notes				658,483			658,483
Shares and warrants issued with notes, shares			4,400				
Stock-based compensation				105,594			105,594
Net loss						(6,136,349)	(6,136,349)
Balance at Mar. 31, 2023	\$ 1		\$ 23	102,020,045		(109,883,665)	(7,863,021)
Balance, shares at Mar. 31, 2023	6,300		239,000				
Balance at Dec. 31, 2022	\$ 1		\$ 18	96,293,694		(103,747,316)	(7,453,174)
Balance, shares at Dec. 31, 2022	6,300		178,758				
Net loss							(6,528,082)
Balance at Sep. 30, 2023	\$ 1	\$ 1	\$ 57	115,496,109		(110,275,398)	5,221,344
Balance, shares at Sep. 30, 2023	6,300	5,761	578,091				
Balance at Mar. 31, 2023	\$ 1		\$ 23	102,020,045		(109,883,665)	(7,863,021)
Balance, shares at Mar. 31, 2023	6,300		239,000				
Stock-based compensation				101,500			101,500
Net loss						5,044,261	5,044,261
Cancellation of notes and issuance of preferred stock		\$ 1		5,759,177			5,759,177
Cancellation of notes and issuance of preferred stock, shares		5,761					
Issuance of Series B preferred stock				25,000			25,000
Issuance of common stock pursuant to disposition			\$ 8	1,357,035			1,357,043
Issuance of common stock pursuant to disposition, shares				78,103			
Balance at Jun. 30, 2023	\$ 1	\$ 1	\$ 31	109,262,757		(104,839,404)	4,423,960
Balance, shares at Jun. 30, 2023	6,300	5,761	317,103				
Shares issued for services			\$ 11	1,157,079			1,157,090
Shares issued for services, shares				105,174			
Stock-based compensation				101,417			101,417
Net loss						(5,435,994)	(5,435,994)
Cancellation of Series B preferred stock				(25,000)			(25,000)
Issuance of common stock pursuant to private placement, net of offering cost			\$ 3	3,832,302			3,832,305
Issuance of common stock pursuant to private placement, net of offering costs (in shares)				32,000			
Exercise of Warrants			\$ 12	1,167,554			1,167,566
Exercise of warrants (in shares)				123,814			
Balance at Sep. 30, 2023	\$ 1	\$ 1	\$ 57	115,496,109		(110,275,398)	5,221,344
Balance, shares at Sep. 30, 2023	6,300	5,761	578,091				
Balance at Dec. 31, 2023	\$ 1	\$ 1	\$ 110	115,596,929		(113,994,449)	1,602,592
Balance, shares at Dec. 31, 2023	6,300	4,786	1,114,359				
Shares issued for services			\$ 7	224,258			224,265
Shares issued for services, shares				68,583			
Stock-based compensation				100,299			100,299
Net loss						(683,735)	(683,735)
Common shares issued for cash			\$ 44	1,736,162			1,736,206
Common shares issued for cash, shares				444,909			
Conversion of preferred shares into common stock			\$ 9	(9)			
Conversion of preferred shares into common stock, shares		(1,547)		86,306			
Balance at Mar. 31, 2024	\$ 1	\$ 1	\$ 169	117,657,641		(114,678,185)	2,979,627
Balance, shares at Mar. 31, 2024	6,300	3,239	1,714,157				
Balance at Dec. 31, 2023	\$ 1	\$ 1	\$ 110	115,596,929		(113,994,449)	1,602,592
Balance, shares at Dec. 31, 2023	6,300	4,786	1,114,359				
Shares issued for services			\$ 312,634				
Shares issued for services, shares				129,110			
Net loss							(7,735,452)
Balance at Sep. 30, 2024	\$ 1	\$ 1	\$ 373	121,748,573		(121,729,902)	19,046
Balance, shares at Sep. 30, 2024	6,300	1,344	3,769,859				
Balance at Mar. 31, 2024	\$ 1	\$ 1	\$ 169	117,657,641		(114,678,185)	2,979,627
Balance, shares at Mar. 31, 2024	6,300	3,239	1,714,157				
Stock-based compensation				67,901			67,901
Net loss						(3,510,481)	(3,510,481)
Common shares issued for cash			\$ 37	2,877,437			2,877,475
Common shares issued for cash, shares				378,750			
Conversion of preferred shares into common stock			\$ 8	(8)			
Conversion of preferred shares into common stock, shares		(1,495)		83,405			
Conversion of loan into common stock			\$ 11	313,806			313,816
Conversion of loan into common stock, shares				106,020			
Balance at Jun. 30, 2024	\$ 1	\$ 1	\$ 226	120,916,777		(118,188,666)	2,728,340
Balance, shares at Jun. 30, 2024	6,300	1,744	2,282,332				
Shares issued for services			\$ 6	88,363			88,369
Shares issued for services, shares				60,527			
Stock-based compensation				1,061			1,061
Net loss						(3,541,237)	(3,541,237)
Common shares issued for cash			\$ 139	742,374			742,513
Common shares issued for cash, shares				1,404,684			
Conversion of preferred shares into common stock			\$ 2	(2)			
Conversion of preferred shares into common stock, shares		(400)		22,316			
Balance at Sep. 30, 2024	\$ 1	\$ 1	\$ 373	\$ 121,748,573		\$ (121,729,902)	\$ 19,046
Balance, shares at Sep. 30, 2024	6,300	1,344	3,769,859				

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9 Months Ended

**Condensed
Consolidated
Statements of Cash
Flows (Unaudited) -
USD (\$)**

Sep. 30, 2024 Sep. 30, 2023

Cash flows from operating activities:

Net loss \$ (7,735,452) \$ (6,528,082)

Adjustments to reconcile net loss to net cash used in operating activities:

Depreciation and amortization 2,057,638 2,485,166

Amortization of loan discount and fees 2,220,549 1,956,355

Impairment of intangible assets 600,000

Loss on extinguishment of debt 689,100

Loss on disposition of business 1,523,940

Stock-based compensation	169,262	308,511
Shares issued for services	312,634	1,656,417
Change in credit reserve	(151,611)	354,282
Change in fair value of contingent consideration		(10,698,475)
Discontinued operation		7,666
Non-cash lease expense	817,077	
Changes in operating assets and liabilities:		
Accounts receivable, net	(201,501)	153,479
Due from factor	51,153	72,220
Inventory	(190,918)	514,955
Prepaid expenses and other current assets	(76,637)	(366,615)
Accounts payable	(1,287,018)	182,242
Accrued expenses and other liabilities	477,945	1,088,763
Deferred revenue		(183,782)
Accrued interest payable	106,701	326,219
Due to related parties	26,909	
Lease liabilities	(490,000)	
Net cash used in operating activities	(3,293,269)	(6,457,639)
Cash flows from investing activities:		
Cash disposed		(18,192)
Purchase of property, equipment and software	(23,801)	(27,855)
Deposits	(77,280)	87,378
Net cash provided by (used in) investing activities	(101,081)	41,331
Cash flows from financing activities:		
Repayments from related party advances		(218,967)
Advances from factor		154,073
Issuance of loans and note payable	790,977	5,799,989
Repayments of convertible notes and loan payable	(2,484,248)	(8,840,092)
Insurance for common stock for cash	5,356,194	
Exercise of warrants		1,167,566
Issuance of common stock in public offering		10,000,003
Offering costs		(1,854,622)
Net cash provided by financing activities	3,662,923	6,207,950
Net change in cash and cash equivalents	268,573	(208,357)
Cash and cash equivalents at beginning of period	20,773	1,275,616
Cash and cash equivalents at end of period	289,346	1,067,259
Supplemental disclosure of cash flow information:		
Cash paid for income taxes		
Cash paid for interest	1,684,248	1,176,305
Supplemental disclosure of non-cash investing and financing activities:		
Right of use asset	425,634	467,738
Shares issued for services and conversion of accounts payable	313,816	
Conversion of preferred shares into common stock	19	
Conversion of notes into preferred stock		\$ 5,759,177

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Pay vs Performance Disclosure - USD (\$)	3 Months Ended			9 Months Ended				
	Sep. 30, 2024	Jun. 30, 2024	Mar. 31, 2024	Sep. 30, 2023	Jun. 30, 2023	Mar. 31, 2023	Sep. 30, 2024	Sep. 30, 2023
Pay vs Performance Disclosure [Table]								
Net Income (Loss)	\$ (3,541,237)	\$ (3,510,481)	\$ (683,735)	\$ (5,435,994)	\$ 5,044,261	\$ (6,136,349)	\$ (7,735,452)	\$ (6,528,082)

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Insider Trading Arrangements	3 Months Ended
	Sep. 30, 2024
Trading Arrangements, by Individual [Table]	
Rule 10b5-1 Arrangement Adopted	false
Non-Rule 10b5-1 Arrangement Adopted	false
Rule 10b5-1 Arrangement Terminated	false
Non-Rule 10b5-1 Arrangement Terminated	false

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NATURE OF OPERATIONS	9 Months Ended
	Sep. 30, 2024

[Organization, Consolidation and Presentation of Financial Statements \[Abstract\]](#)

[NATURE OF OPERATIONS](#) NOTE 1: NATURE OF OPERATIONS

Digital Brands Group, Inc. (the "Company" or "DBG"), was organized on September 17, 2012 under the laws of Delaware as a limited liability company under the name Denim.LA LLC. The Company converted to a Delaware corporation on January 30, 2013 and changed its name to Denim.LA, Inc. Effective December 31, 2020, the Company changed its name to Digital Brands Group, Inc. (DBG).

The Company is a curated collection of lifestyle brands, including Bailey 44, DSTLD, Stateside and ACE Studios, that offers a variety of apparel products through direct-to-consumer and wholesale distribution.

On February 12, 2020, Denim.LA, Inc. entered into an Agreement and Plan of Merger with Bailey 44, LLC ("Bailey"), a Delaware limited liability company. On the acquisition date, Bailey 44, LLC became a wholly owned subsidiary of the Company.

On May 18, 2021, the Company closed its acquisition of Harper & Jones, LLC ("H&J") pursuant to its Membership Interest Stock Purchase Agreement with D. Jones Tailored Collection, Ltd. to purchase 100% of the issued and outstanding equity of Harper & Jones, LLC. On the acquisition date, H&J became a wholly owned subsidiary of the Company.

On August 30, 2021, the Company closed its acquisition of Mosbest, LLC dba Stateside ("Stateside") pursuant to its Membership Interest Purchase Agreement with Moise Emquies to purchase 100% of the issued and outstanding equity of Stateside. On the acquisition date, Stateside became a wholly owned subsidiary of the Company.

On December 30, 2022, the Company closed its previously announced acquisition of Sunnyside, LLC dba Sundry ("Sundry") pursuant to its Second Amended and Restated Membership Interest Purchase Agreement with Moise Emquies to purchase 100% of the issued and outstanding equity of Sundry. On the acquisition date, Sundry became a wholly owned subsidiary of the Company.

On June 21, 2023, the Company and the former owners of H&J executed a Settlement Agreement and Release (the "Settlement Agreement") whereby contemporaneously with the parties' execution of the Settlement Agreement (i) the Company agreed to make an aggregate cash payment of \$229,000 to D. Jones Tailored Collection, Ltd. ("D. Jones"), (ii) the Company issued 1,952,580 shares of common stock to D. Jones, and (iii) the Company assigned and transferred one hundred percent (100%) of the Company's membership interest in H&J to D. Jones. The H&J Settlement was accounted for a business disposition.

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GOING CONCERN	9 Months Ended
	Sep. 30, 2024

[Organization, Consolidation and Presentation of Financial Statements \[Abstract\]](#)

[GOING CONCERN](#) NOTE 2: GOING CONCERN

The accompanying condensed consolidated financial statements have been prepared on a going concern basis, which contemplates the realization of assets and the satisfaction of liabilities in the normal course of business. The Company has not generated profits since inception, has sustained net losses of \$7,735,453 and \$6,528,082 for the nine months ended September 30, 2024 and 2023, respectively, and has incurred negative cash flows from operations for the nine months ended September 30, 2024 and 2023. The Company has historically lacked liquidity to satisfy obligations as they come due and as of September 30, 2024, and the Company had a working capital deficit of \$16,044,544. These factors, among others, arise substantial doubt about the Company's ability to continue as a going concern. The Company expects to continue to generate operating losses for the foreseeable future. The accompanying consolidated financial statements do not include any adjustments as a result of this uncertainty.

The Company's ability to continue as a going concern for the next 12 months from the date the financial statements were available to be issued is dependent upon its ability to generate sufficient cash flows from operations to meet its obligations, which it has not been able to accomplish to date, and/or to obtain additional capital financing. Through the date the financial statements were available to be issued, the Company has been primarily financed through the issuance of capital stock and debt. In the event that the Company cannot generate sufficient revenue to sustain its operations, the Company will need to reduce expenses or obtain financing through the sale of debt and/or equity securities. The issuance of additional equity would result in dilution to existing shareholders. If the Company is unable to

obtain additional funds when they are needed or if such funds cannot be obtained on terms acceptable to the Company, the Company would be unable to execute upon the business plan or pay costs and expenses as they are incurred, which would have a material, adverse effect on the business, financial condition and results of operations. No assurance can be given that the Company will be successful in these efforts.

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SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

9 Months Ended

Sep. 30, 2024

[Accounting Policies \[Abstract\]](#)

[SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES](#)

NOTE 3: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The accounting and reporting policies of the Company conform to accounting principles generally accepted in the United States of America ("GAAP").

Reverse Stock Split

On August 21, 2023, the Board of Directors approved a one-for-25 reverse stock split of its issued and outstanding shares of common stock and a proportional adjustment to the existing conversion ratios for each series of the Company's preferred stock. The reverse stock split became effective as of August 22, 2023. Accordingly, all share and per share amounts for all periods presented in the accompanying consolidated financial statements and notes thereto have been adjusted retroactively, where applicable, to reflect this reverse stock split and adjustment of the preferred stock conversion ratios.

Unaudited Interim Financial Information

The accompanying unaudited condensed consolidated balance sheet as of September 30, 2024, the unaudited condensed consolidated statements of operations for the three and nine months ended September 30, 2024, and 2023 and of cash flows for the nine months ended September 30, 2024 and 2023 have been prepared by the Company, pursuant to the rules and regulations of the SEC for the interim financial statements. Certain information and footnote disclosures normally included in financial statements prepared in accordance with GAAP have been condensed or omitted pursuant to rules and regulations. However, the Company believes that the disclosures are adequate to make the information presented not misleading. The unaudited interim consolidated financial statements have been prepared on a basis consistent with the audited consolidated financial statements and in the opinion of management, reflect all adjustments, consisting of only normal recurring adjustments, necessary for the fair presentation of the consolidated results for the interim periods presented and of the consolidated financial condition as of the date of the interim consolidated balance sheet. The results of operations are not necessarily indicative of the results expected for the year ended December 31, 2024.

The accompanying unaudited interim condensed consolidated financial statements should be read in conjunction with the Company's audited consolidated financial statements and the notes thereto for the year ended December 31, 2023 included in the Company's Annual Form 10-K filed with SEC on April 15, 2024.

Principles of Consolidation

These condensed consolidated financial statements include the accounts of the Company and its wholly-owned subsidiaries Bailey, and Stateside from the dates of acquisition. All inter-company transactions and balances have been eliminated on consolidation.

Discontinued Operations

Certain prior year accounts have been reclassified to conform with current year presentation regarding income (loss) from discontinued operations.

Use of Estimates

The preparation of the Company's financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Significant estimates and assumptions reflected in these financial statements include, but are not limited to, inventory, impairment of long-lived assets, contingent consideration and derivative liabilities. The Company bases its estimates on historical experience, known trends and other market-specific or other relevant factors that it believes to be reasonable under the circumstances. On an ongoing basis, management evaluates its estimates when there are changes in circumstances, facts and experience. Changes in estimates are recorded in the period in which they become known. Actual results could differ from those estimates.

Cash and Equivalents and Concentration of Credit Risk

The Company considers all highly liquid securities with an original maturity of less than six months to be cash equivalents. As of September 30, 2024, and December 31, 2023, the Company did not hold any cash equivalents. The Company's cash and cash equivalents in bank deposit accounts, at times, may exceed federally insured limits of \$250,000.

Fair Value of Financial Instruments

The Company's financial instruments consist of cash and cash equivalents, prepaid expenses, accounts payable, accrued expenses, due to related parties, related party note payable, and convertible debt. The carrying value of these assets and liabilities is representative of their fair market value, due to the short maturity of these instruments.

Accounts Receivable and Expected Credit Loss

We carry our accounts receivable at invoiced amounts less allowances for customer credit losses and other deductions to present the net amount expected to be collected on the financial asset. All receivables are expected to be collected within one year of the consolidated balance sheet. We do not accrue interest on the trade receivables. Management evaluates the ability to collect accounts receivable based on a combination of factors. Receivables are determined to be past due based on individual credit terms. An allowance for credit losses is maintained based on the length of time receivables are past due, historical collections, or the status of a customer's financial position. Receivables are written off in the year deemed uncollectible after efforts to collect the receivables have proven unsuccessful. We do not have any off-balance sheet credit exposure related to our customers.

We periodically review accounts receivable, estimate an allowance for bad debts, and simultaneously record the appropriate expense in the statement of operations. Such estimates are based on general economic conditions, the financial conditions of customers, and the amount and age of past due accounts. Past due accounts are written off against that allowance only after all collection attempts have been exhausted and the prospects for recovery are remote. Recoveries of accounts receivable previously written off are recorded as income when received. The Company provides credit to its customers in the normal course of business and has established credit evaluation and monitoring processes to mitigate credit risk.

As of September 30, 2024, and December 31, 2023, the Company determined an allowance for credit losses of \$51,552 and \$41,854, respectively.

Inventory

Inventory is stated at the lower of cost or net realizable value and accounted for using the weighted average cost method for DSTLD and first-in, first-out method for Bailey, Stateside and Sundry. The inventory balances as of September 30, 2024 and December 31, 2023 consist substantially of finished good products purchased or produced for resale, as well as any raw materials the Company purchased to modify the products and work in progress.

Inventory consisted of the following:

	September 30, 2024	December 31, 2023
Raw materials	\$ 722,963	\$ 695,580
Work in process	608,432	585,387
Finished goods	3,709,123	3,568,633
Inventory	<u>\$ 5,040,518</u>	<u>\$ 4,849,600</u>

Goodwill

Goodwill and identifiable intangible assets that have indefinite useful lives are not amortized, but instead are tested annually for impairment and upon the occurrence of certain events or substantive changes in circumstances. The annual goodwill impairment test allows for the option to first assess qualitative factors to determine whether it is more likely than not that the fair value of a reporting unit is less than its carrying amount. An entity may choose to perform the qualitative assessment on none, some or all of its reporting units or an entity may bypass the qualitative assessment for any reporting unit and proceed directly to step one of the quantitative impairment test. If it is determined, on the basis of qualitative factors, that the fair value of a reporting unit is, more likely than not, less than its carrying value, the quantitative impairment test is required.

Annual Impairment

At December 31, 2023, management determined that certain events and circumstances occurred that indicated that the carrying value of the Company's brand name assets, and the carrying amount of the reporting units, pertaining to Bailey44, Stateside and Sundry may not be recoverable. The qualitative assessment was primarily due to reduced or stagnant revenues of both entities as compared to the Company's initial projections at the time of each respective acquisition, as well as the entities' liabilities in excess of assets. Upon the quantitative analysis performed, the Company determined that the fair value of the intangible assets and reporting units were greater than the respective carrying values. As such, no impairment was recorded. The Company utilized the enterprise value approach in the impairment tests of each reporting unit in 2023.

At September 30, 2024, management determined that indicators of impairment existed with regards to the Bailey44 reporting unit. The qualitative assessment was primarily due to reduced revenues of Bailey44 as compared to the Company's projections, as well as the entity's liabilities in excess of assets. As such, the Company recorded an impairment to intangible assets of \$600,000.

Net Loss per Share

Net earnings or loss per share is computed by dividing net income or loss by the weighted-average number of common shares outstanding during the period, excluding shares subject to redemption or forfeiture. The Company presents basic and diluted net earnings or loss per share. Diluted net earnings or loss per share reflect the actual weighted average of common shares issued and outstanding during the period, adjusted for potentially dilutive securities outstanding. Potentially dilutive securities are excluded from the computation of the diluted net loss per share if their inclusion would be anti-dilutive. As all potentially dilutive securities are anti-dilutive as of September 30, 2024 and 2023, diluted net loss per share is the same as basic net loss per share for each year. Potentially dilutive items outstanding as of September 30, 2024 and 2023 are as follows:

	2024	September 30, 2023
Series A convertible preferred stock	27,097	27,097
Series C convertible preferred stock	74,949	321,394
Common stock warrants	2,285,051	237,746
Stock options	1,566	1,558
Total potentially dilutive shares	<u>2,388,663</u>	<u>587,795</u>

The stock options and warrants above are out-of-the-money as of September 30, 2024 and 2023.

Recent Accounting Pronouncements

In January 2024, the Company adopted ASU 2020-06, *Debt—Debt with Conversion and Other Options (Subtopic 470-20) and Derivatives and Hedging— Contracts in Entity’s Own Equity (Subtopic 815-40)*: Accounting for Convertible Instruments and Contracts in an Entity’s Own Equity; This ASU addresses the complexity of certain guidance for convertible instruments and contracts in an entity’s own equity. The ASU is effective for public business entities that meet the definition of an SEC filer, excluding entities eligible to be smaller reporting companies as defined by the SEC, for fiscal years beginning after December 15, 2021, including interim periods within those fiscal years. For all other entities, the ASU will be effective for fiscal years beginning after December 15, 2023, including interim periods within those fiscal years. The ASU did not have a material impact on the consolidated financial statements.

Management does not believe that any other recently issued, but not yet effective, accounting standards could have a material effect on the accompanying financial statements. As new accounting pronouncements are issued, the Company will adopt those that are applicable under the circumstances.

The following accounting pronouncements have been issued as of May 20, 2024 but are not yet effective and may affect the future financial reporting by the Company:

- *ASU 2022-03, Fair Value Measurement (Topic 820): Fair Value Measurement of Equity Securities Subject to Contractual Sale Restrictions*: The ASU is intended to clarify the guidance when measuring the fair value of an equity security subject to contractual restrictions that prohibit the sale of the security. For public business entities, the amendments in ASU 2022- 03 are effective for fiscal years beginning after December 15, 2023, and interim periods within those fiscal years. For all other entities, the ASU is effective for fiscal years beginning after December 15, 2024, and interim periods within those fiscal years.

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DUE FROM FACTOR **9 Months Ended**
Sep. 30, 2024

[Due From Factor](#)

[DUE FROM FACTOR](#)

NOTE 4: DUE FROM FACTOR

Due to/from factor consist of the following:

	September 30, 2024	December 31, 2023
Outstanding receivables:		
Without recourse	\$ 916,045	\$ 808,233
With recourse	18,994	99,055
Matured funds and deposits	55,043	65,321
Advances	(551,813)	(483,187)
Credits due customers	—	(151,611)
	<u>\$ 438,269</u>	<u>\$ 337,811</u>

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**GOODWILL AND
INTANGIBLE ASSETS**

[Goodwill and Intangible
Assets Disclosure](#)

[\[Abstract\]](#)

[GOODWILL AND](#)

[INTANGIBLE ASSETS](#)

9 Months Ended

Sep. 30, 2024

NOTE 5: GOODWILL AND INTANGIBLE ASSETS

The following is a summary of goodwill attributable to each business combination:

	September 30, 2024		December 31 2023	
Bailey	\$	3,158,123	\$	3,158,123
Stateside		2,104,056		2,104,056
Sundry		3,711,322		3,711,322
	<u>\$</u>	<u>8,973,501</u>	<u>\$</u>	<u>8,973,501</u>

The following table summarizes information relating to the Company’s identifiable intangible assets as of September 30, 2024:

	Gross Amount	Accumulated Amortization	Carrying Value
Amortized:			
Customer relationships	\$ 8,634,560	\$ (6,551,861)	\$ 2,082,699
	<u>\$ 8,634,560</u>	<u>\$ (6,551,861)</u>	<u>\$ 2,082,699</u>
Indefinite-lived:			
Brand name	5,241,880	—	5,241,880
	<u>\$ 13,876,440</u>	<u>\$ (6,551,861)</u>	<u>\$ 7,324,579</u>

At September 30, 2024, management determined that indicators of impairment existed with regards to the Bailey44 reporting unit. The qualitative assessment was primarily due to reduced revenues of Bailey44 as compared to the Company’s projections, as well as the entity’ liabilities in excess of assets. As such, the Company recorded an impairment to the brand name intangible asset of \$600,000.

The Company recorded amortization expense of \$618,543 and \$719,547 during the three months ended September 30,2024 and 2023, and \$2,057,637 and \$2,478,824 during the nine months ended September 30, 2024 and 2023, respectively, which is included in general and administrative expenses in the consolidated statements of operations.

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**LIABILITIES AND
DEBT**

[Liabilities And Debt](#)

[LIABILITIES AND DEBT](#)

9 Months Ended

Sep. 30, 2024

NOTE 6: LIABILITIES AND DEBT

Accrued Expenses and Other Liabilities

The Company accrued expenses and other liabilities line in the consolidated balance sheets is comprised of the following as of September 30, 2024, and December 31, 2023:

	September 30, 2024		December 31, 2023	
Accrued expenses	\$	733,865	\$	617,374
Payroll related liabilities		4,224,259		3,895,640
Sales tax liability		178,960		145,545
Other liabilities		99,353		99,933
	<u>\$</u>	<u>5,236,437</u>	<u>\$</u>	<u>4,758,492</u>

Convertible Debt

As of September 30, 2024 and December 31, 2023 there was \$100,000 remaining in outstanding principal that was not converted into equity.

Target Capital Convertible Promissory Note

On April 30, 2024, the Company issued a convertible promissory note in the original principal amount of \$250,000 (the “Note”) to Target Capital 1 LLC, an Arizona limited liability company (the “Note Holder”), with a maturity date of April 30, 2025 (the “Maturity Date”). Pursuant to the terms of the Note, the Company agreed to pay the principal sum and a one-time interest charge of \$50,000 to the Note Holder. In May 2024, the Company fully repaid the Note Holder \$300,000, including the principal and interest. The Company also will issue 50,000 shares of common stock to the Note Holder as commitment shares. As the shares have not been issued as of September 30, 2024, the fair value of \$141,000 is included in accrued liabilities on the consolidated balance sheet.

Loan Payable — PPP and SBA Loan

In April 2022, there was a partial forgiveness of Bailey’s first PPP Loan totaling \$413,705. As of September 30, 2024 and December 31, 2023, Bailey had an outstanding PPP Loan balance of \$933,295, which matures in 2026.

Merchant Advances

Future Sales Receipts

In 2022 and 2023, the Company obtained several merchant advances. These advances are, for the most part, secured by expected future sales transactions of the Company with expected payments on a weekly basis. The Company made total cash repayments, pertaining to principal and interest, of \$1,547,182 for the nine months ending September 30, 2024.

The following is a summary of the merchant advances as of September 30, 2024, and December 31, 2023:

	September 30, 2024	December 31, 2023
Principal	\$ 2,347,564	\$ 2,960,946
Less: unamortized debt discount	(550,183)	(1,966,881)
Merchant cash advances, net	<u>\$ 1,797,381</u>	<u>\$ 994,065</u>

The unamortized debt discount of \$550,183 will be amortized to interest expense over the expected remaining terms of the agreements through the fourth quarter of 2024. During the nine months ended September 30, 2024, the Company recorded \$1,781,972 in interest expense pertaining to these advances.

Other

The Company has outstanding merchant advances with Shopify Capital. During the three months ending September 2024, the Company made repayments of \$3,850. As of September 30, 2024, the remaining principal outstanding was \$12,832. These advances are, for the most part, secured by expected future sales transactions of the Company with expected payments on a daily basis.

The Company also had outstanding merchant advances with Gynger, Inc. In May 2024, the Company converted the outstanding principal and accrued interest of \$313,816 owed to Gynger for 106,020 shares of common stock.

Promissory Note Payable

As of September 30, 2024, and December 31, 2023, the outstanding principal on the note to the sellers of Bailey was \$3,500,000. On July 5, 2023, the parties agreed to extend the maturity date to June 30, 2024. Interest expense was \$105,000 and \$105,000 for the three months ended September 30, 2024 and 2023 and \$315,000 and \$315,000 for the nine months ended September 30, 2024 and 2023, all respectively, which was accrued and unpaid as of September 30, 2024. The aforesaid mentioned Promissory note are in default as of September 30 2024.

In March 2023, the Company and various purchasers executed a Securities Purchase Agreement ("March 2023 Notes") whereby the investors purchased from the Company promissory notes in the aggregate principal amount of \$2,458,750, consisting of original issue discount of \$608,750. The Company received net proceeds of \$1,850,000 after additional fees. The March 2023 Notes are due and payable on September 30, 2023 (the "Maturity Date"). If the Company completes a debt or equity financing of less than \$7,500,000, the Company is required to repay 50% of the remaining balance of the March 2023 Notes. Following such 50% repayment, the Company must also use any proceeds from any subsequent debt or equity financing to repay the March 2023 Notes. Upon the closing of any debt or equity financing of \$7,500,000 or greater, the Company is required to repay 100% of the Notes with no penalties. There is no additional interest after the 20% original interest discount. Upon the Company's equity financing in September 2023, the Company repaid an aggregate \$1,247,232 principal to the respective noteholders. The Company recognized a debt discount of \$608,750, which was fully amortized through December 31, 2023. The notes contain certain conversion provisions upon an event of default.

In May 2024, the Company repaid \$500,000 of these notes. The parties mutually extended the maturity date to November 4, 2024 and acknowledged that the default provisions had not been triggered. The amount was fully repaid on November 4, 2024. During the nine months ended September 30, 2024, the Company fully amortized the debt discount pertaining to these notes.

The following is a summary of promissory notes payable, net:

	September 30, 2024	December 31, 2023
Bailey Note	\$ 3,500,000	\$ 3,500,000
March 2023 Notes - principal	1,230,740	1,730,740
March 2023 Notes - unamortized debt discount	-	(346,148)
Promissory note payable, net	\$ 4,730,740	\$ 4,884,592

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STOCKHOLDERS' DEFICIT

**9 Months Ended
Sep. 30, 2024**

[Equity \[Abstract\]](#)
[STOCKHOLDERS' DEFICIT](#)

NOTE 7: STOCKHOLDERS' DEFICIT

Amendments to Certificate of Incorporation

On August 21, 2023, the Board of Directors approved a one-for-25 reverse stock split of its issued and outstanding shares of common stock and a proportional adjustment to the existing conversion ratios for each series of the Company's preferred stock. The reverse stock split became effective as of August 22, 2023. Accordingly, all share and per share amounts for all periods presented in the accompanying consolidated financial statements and notes thereto have been adjusted retroactively, where applicable, to reflect this reverse stock split and adjustment of the preferred stock conversion ratios.

Common Stock

The Company had 1,000,000,000 shares of common stock authorized with a par value of \$0.0001 as of September 30, 2024.

Common stockholders have voting rights of one vote per share. The voting, dividend, and liquidation rights of the holders of common stock are subject to and qualified by the rights, powers, and preferences of preferred stockholders.

2024 Transactions

During the nine months ended September 30, 2024, the Company issued 1,200,593 shares of common stock pursuant to an At-The-Market Offering Agreement for an at-the-market offering (the "ATM Agreement") with H.C. Wainwright & Co., LLC, as sales agent ("Wainwright"). The Company received net proceeds of \$2,478,719 pursuant to the ATM Agreement.

During the nine months ended September 30, 2024, the Company issued an aggregate of 129,110 shares of common stock pursuant to services and conversion of accounts payable totaling a fair value of \$312,634.

During the nine months ended September 30, 3,442 shares of Series C Convertible Preferred Stock converted into 192,027 shares of common stock.

As previously reported, the Company entered into a securities purchase agreement with an accredited investor (the "Investor"), pursuant to which the Company issued on September 5, 2023 those certain Series A warrants to purchase 513,875 shares of common stock and Series B warrants to purchase 513,875 shares of common stock (collectively, the "Existing Warrants"), amongst other securities.

On May 3, 2024, the Company entered into that certain inducement offer to exercise common stock purchase warrants with the Investor (the "Inducement Agreement"), pursuant to which (i) the Company agreed to lower the exercise price of the Existing Warrants to \$3.13 per share and (ii) the Investor agreed to exercise the Existing Warrants into 1,027,750 shares of common stock (the "Exercise Shares") by payment of the aggregate exercise price of \$3,216,857.50 (gross proceeds before expenses, including but not limited to fees to H.C. Wainwright & Co., LLC (the "Placement Agent"), the exclusive placement agent in connection therewith). The closing occurred on May 7, 2024. Through September 30, 2024, the Company had exercised 378,750 of the 1,027,750 warrants at the amended exercise price of \$3.13 per share. The Company received the entire gross proceeds of \$3,216,857 in May 2024, which represents the exercise of the entire 1,027,750 warrants at the \$3.13 exercise price. The Company received net proceeds of \$2,877,475 after placement agent fees and expenses. The Company also exercised 649,000 warrants which were prefunded through PIPE offerings in the third quarter of 2023.

In May 2024, the Company converted the outstanding principal and accrued interest of \$313,816 owed to Gynger for 106,020 shares of common stock.

Series A Convertible Preferred Stock

On September 29, 2022, the Company filed the Certificate of Designation designating up to 6,800 shares out of the authorized but unissued shares of its preferred stock as Series A Convertible Preferred Stock.

Except for stock dividends or distributions for which adjustments are to be made pursuant to the Certificate of Designation, the holders of the Series A Preferred Stock (the "Holders") shall be entitled to receive, and the Company shall pay, dividends on shares of the Series A Preferred Stock equal (on an as-if-converted-to-Common-Stock basis) to and in the same form as dividends actually paid on shares of the Common Stock when, as and if such dividends are paid on shares of the Common Stock. No other dividends shall be paid on shares of the Series A Preferred Stock.

With respect to any vote with the class of Common Stock, each share of the Series A Preferred Stock shall entitle the Holder thereof to cast that number of votes per share as is equal to the number of shares of Common Stock into which it is then convertible.

The Series A Preferred Stock shall rank (i) senior to all of the Common Stock; (ii) senior to any class or series of capital stock of the Company hereafter created specifically ranking by its terms junior to any Preferred Stock ("Junior Securities"); (iii) on parity with any class or series of capital stock of the Corporation created specifically ranking by its terms on parity with the Preferred Stock ("Parity Securities"); and (iv) junior to any class or series of capital stock of the Company hereafter created specifically ranking by its terms senior to any Preferred Stock ("Senior Securities"), in each case, as to dividends or distributions of assets upon liquidation, dissolution or winding up of the Company, whether voluntarily or involuntarily.

Each share of the Series A Preferred Stock shall be convertible, at any time and from time to time from and after September 29, 2022 at the option of the Holder thereof, into that number of shares of Common Stock determined by dividing the Stated Value of such share of the Series A Preferred Stock (\$1,000 as of September 29, 2022) by the Conversion Price. The conversion price for each share of the Series A Preferred Stock is the closing price of the Common Stock on September 29, 2022, which was \$9.30.

As of September 30, 2024 and December 31, 2023, there were 6,300 shares of Series A Convertible Preferred Stock issued and outstanding.

Series C Convertible Preferred Stock

On June 21, 2023, the Company, on the one hand, and Moise Emquies, George Levy, Matthieu Leblan, Carol Ann Emquies, Jenny Murphy and Elodie Crichi (collectively, the "Sundry Investors"), on the other hand, executed a Securities Purchase Agreement (the "Sundry SPA") whereby the Company issued 5,761 shares of Series C Convertible Preferred Stock, par value \$0.0001 per share (the "Series C Preferred Stock") to the Sundry Investors at a purchase price of \$1,000 per share. The Series C Preferred Stock is convertible into a number of shares of the Company's Common Stock equal to \$1,000 divided by an initial conversion price of \$0.717 which represents the lower of (i) the closing price per share of the Common Stock as reported on the Nasdaq on June 20, 2023, and (ii) the average closing price per share of Common Stock as reported on the Nasdaq for the five trading days preceding June 21, 2023. The shares of Series C Preferred Stock were issued in consideration for the cancellation of certain promissory notes issued by the Company to the Sundry Investors dated December 30, 2022 (the "Sundry Loan Documents"). The following is a summary of the rights and preferences of the Series C Convertible Preferred Stock.

On June 21, 2023, the Company filed the Certificate of Designation with the Secretary of State for the State of Delaware designating up to 5,761 shares out of the authorized but unissued shares of its preferred stock as Series C Convertible Preferred Stock. The following is a summary of the principal terms of the Series C Preferred Stock.

Except for stock dividends or distributions for which adjustments are to be made pursuant to the Certificate of Designation, the holders of the Series C Preferred Stock (the "Series C Holders") shall be entitled to receive, and the Company shall pay, dividends on shares of the Series C Preferred Stock equal (on an as-if-converted-to-Common-Stock basis) to and in the same form as dividends actually paid on shares of the Common Stock when, as and if such dividends are paid on shares of the Common Stock. No other dividends shall be paid on shares of the Series C Preferred Stock.

The Series C Holders are entitled to vote as a class as expressly provided in the Certificate of Designation. The Series C Holders are also entitled to vote with the holders of shares of Common Stock, voting together as one class, on all matters in which the Series C Holders are permitted to vote with the class of shares of Common Stock.

With respect to any vote with the class of Common Stock, each share of the Series C Preferred Stock shall entitle the Holder thereof to cast that number of votes per share as is equal to the number of shares of Common Stock into which it is then convertible (subject to the ownership limitations specified in the Certificate of Designation) using the record date for determining the stockholders of the Company eligible to vote on such matters as the date as of which the conversion price is calculated.

The Series C Preferred Stock shall rank (i) senior to all of the Common Stock; (ii) senior to Junior Securities; (iii) on parity with Parity Securities; and (iv) junior to Senior Securities, in each case, as to dividends or distributions of assets upon liquidation, dissolution or winding up of the Company, whether voluntarily or involuntarily. Subject to any superior liquidation rights of the holders of any Senior Securities of the Company and the rights of the Company's existing and future creditors, upon a Liquidation, each Holder shall be entitled to be paid out of the assets of the Company legally available for

distribution to stockholders, prior and in preference to any distribution of any of the assets or surplus funds of the Company to the holders of the Common Stock and Junior Securities and pari passu with any distribution to the holders of Parity Securities, an amount equal to the Stated Value (as defined in the Certificate of Designation) for each share of the Series C Preferred Stock held by such Holder and an amount equal to any accrued and unpaid dividends thereon, and thereafter the Series C Holders shall be entitled to receive out of the assets, whether capital or surplus, of the Company the same amount that a holder of Common Stock would receive if the Series C Preferred Stock were fully converted (disregarding for such purposes any conversion limitations hereunder) to Common Stock which amounts shall be paid pari passu with all holders of Common Stock.

Each share of the Series C Preferred Stock shall be convertible, at any time and from time to time from and after June 21, 2023 at the option of the Holder thereof, into that number of shares of Common Stock determined by dividing the Stated Value of such share of the Series C Preferred Stock (\$1,000 as of June 21, 2023) by the Conversion Price. The conversion price for each share of the Series C Preferred Stock is \$0.717, which is the lower of (a) the closing price per share of the Common Stock as reported on the NasdaqCM on June 20, 2023 (the trading day before the date of the Sundry SPA), and (b) the average closing price per share of Common Stock as reported on the NasdaqCM for the five trading days preceding the date of the Sundry SPA, subject to adjustment herein (the "Series C Conversion Price").

The Company has the option to redeem any or all of the then outstanding Series C Preferred Stock at 112% of the then Stated Value any time after June 21, 2023 and so long as there is an effective Registration Statement covering the shares issuable upon conversion of the Series C Preferred Stock.

In October 2023, 975 shares of Series C Convertible Preferred Stock converted into 54,394 shares of common stock.

During the nine months ended September 30, 2024, 3,442 shares of Series C Convertible Preferred Stock converted into 192,027 shares of common stock.

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**RELATED PARTY
TRANSACTIONS**

**9 Months Ended
Sep. 30, 2024**

[Related Party
Transactions
\[Abstract\]](#)

[RELATED PARTY
TRANSACTIONS](#)

NOTE 8: RELATED PARTY TRANSACTIONS

As of September 30, 2024 and December 31, 2023, amounts due to related parties were \$426,921 and \$400,012, respectively. The advances are unsecured, non-interest bearing and due on demand. Amounts due to related parties consist of current and former executives, and a board member. The related party balances are with a former officer, current director and the Chief Executive Officer.

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**SHARE-BASED
PAYMENTS**

**9 Months Ended
Sep. 30, 2024**

[Share-Based Payment
Arrangement
\[Abstract\]](#)

[SHARE-BASED
PAYMENTS](#)

NOTE 9: SHARE-BASED PAYMENTS

Common Stock Warrants

A summary of information related to common stock warrants for the nine months ended September 30, 2024 is as follows:

	Common Stock Warrants	Weighted Average Exercise Price
Outstanding - December 31, 2023	1,180,220	\$ 25.40
Granted	2,132,581	2.92
Exercised	(1,027,750)	3.13
Forfeited	-	-
Outstanding - September 30, 2024	<u>2,285,051</u>	<u>11.60</u>
Exercisable at December 31, 2023	1,180,220	\$ 25.40
Exercisable at September 30, 2024	<u>2,285,051</u>	<u>11.60</u>

Stock Options

As of September 30, 2024 and December 31, 2023, the Company had 1,566 stock options outstanding with a weighted average exercise price of \$9,050 per share.

Stock-based compensation expense of \$1,061 and \$101,417 was recognized for the three months ended September 30, 2024 and 2023, respectively and \$169,261 and \$308,511 was recognized for the nine months ended September 30, 2024 and 2023. During the nine months ended September 30, 2024 and 2023, \$23,998 and \$43,197 was recorded to sales and marketing expense, and all other stock compensation was included in general and administrative expense in the condensed consolidated statements of operations. Total unrecognized compensation cost related to non-vested stock option awards as of September 30, 2024 amounted to \$353 and will be recognized over a weighted average period of 0.03 years.

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LEASE OBLIGATIONS

**9 Months Ended
Sep. 30, 2024**

[Lease Obligations
LEASE OBLIGATIONS](#)

NOTE 10: LEASE OBLIGATIONS

Rent is classified by function on the consolidated statements of operations either as general and administrative, sales and marketing, or cost of revenue.

The Company determines whether an arrangement is or contains a lease at inception by evaluating potential lease agreements including services and operating agreements to determine whether an identified asset exists that the Company controls over the term of the arrangement. Lease commencement is determined to be when the lessor provides access to, and the right to control, the identified asset.

The rental payments for the Company's leases are typically structured as either fixed or variable payments. Fixed rent payments include stated minimum rent and stated minimum rent with stated increases. The Company considers lease payments that cannot be predicted with reasonable certainty upon lease commencement to be variable lease payments, which are recorded as incurred each period and are excluded from the calculation of lease liabilities.

Management uses judgment in determining lease classification, including determination of the economic life and the fair market value of the identified asset. The fair market value of the identified asset is generally estimated based on comparable market data provided by third-party sources.

In January 2023, the Company entered into a lease agreement extension for its corporate office and distribution center in Vernon, California that expires on January 31, 2025. The lease has monthly base rent payments of \$12,000. The Company recognized a right of use asset of \$31,597 and lease liability of \$170,002 using a discount rate of 10.0%.

In September 2023, the Company entered into a lease agreement extension for a showroom space in Los Angeles, California that commences in March 2023 which expired in September 2024. The lease had a monthly base rent of \$25,000. The Company initially recognized a right of use asset of \$658,091 and lease liability of \$1,040,812 using a discount rate of 10.0%.

In April 2024, the Company entered into a lease agreement extension for a retail outlet space in Allen, Texas that commences in April 2024 and expires in April 2027. The lease has a monthly base rent of \$13,261. The Company recognized a right of use asset of \$425,634 and lease liability of \$425,634, using a discount rate of 10.0%.

The following is a summary of operating lease assets and liabilities:

Operating leases	September 30, 2024	December 31, 2023
<i>Assets</i>		
ROU operating lease assets	\$ 365,246	\$ 689,688
<i>Liabilities</i>		
Current portion of operating lease	899,726	1,210,814
Non Current portion of lease liability	313,723	-
Total operating lease liabilities	<u>\$ 1,213,449</u>	<u>\$ 1,210,814</u>
Operating leases		
Weighted average remaining lease term (years)	0.75	1.00
Weighted average discount rate	10.00%	10.00%
September 30, 2024		
Future minimum payments	\$ 1,282,975	
Less imputed interest	(69,526)	
Total lease obligations	<u>\$ 1,213,449</u>	

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CONTINGENCIES

**9 Months Ended
Sep. 30, 2024**

[Commitments and
Contingencies
Disclosure \[Abstract\]](#)

We are currently involved in, and may in the future be involved in, legal proceedings, claims, and government investigations in the ordinary course of business. These include proceedings, claims, and investigations relating to, among other things, regulatory matters, commercial matters, intellectual property, competition, tax, employment, pricing, discrimination, consumer rights, personal injury, and property rights. These matters also include the following:

On March 21, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$43,501. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company does not believe it is probable that the losses in excess of such trade payables will be incurred.

On February 7, 2023, a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$182,400. Such amounts include interest due, and are included in accounts payable, net of payments made to date, in the accompanying consolidated balance sheets. The Company settled for \$250,000 in October 2024, which included additional legal costs.

In August 2020 and March 2021, two lawsuits were filed against Bailey's by third-party's related to prior services rendered. The claims (including fines, fees, and legal expenses) total an aggregate of \$96,900. Both matters were settled in February 2022 and are on payment plans which will be paid off in the second quarter of 2025.

On December 21, 2020, a Company investor filed a lawsuit against DBG for reimbursement of their investment totaling \$100,000. Claimed amounts are included in short-term convertible note payable in the accompanying consolidated balance sheets and the Company does not believe it is probable that losses in excess of such short-term note payable will be incurred. The Company is actively working to resolve this matter.

On November 16, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$345,384, which represents past due fees and late fees. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred.

On November 15, 2023 a vendor filed a lawsuit against Digital Brands Group related to trade payables totaling approximately \$582,208, which represents "double damages. The amount due to the vendor is \$292,604. Such amounts are included in the accompanying balance sheets. The Company does not believe it is probable that the losses in excess of such pay trade payables will be incurred.

On December 21, 2023, a former employee from over two years ago filed a wrongful termination lawsuit against the Company. The Company is disputing this claim. To this point, this same law firm recently sent a demand letter for another wrongful termination of a temporary worker we used from a third party placement agency. This person was not a Company employee at any time.

A vendor filed a lawsuit against Bailey 44 related to a retail store lease in the amount of \$1.5 million. The Company is disputing the claim for damages and the matter is ongoing. The vendor has recently updated the claim to now be \$450,968 after signing a long-term lease with another brand for this location. The Company is disputing this new amount after review of the lease.

All claims above, to the extent management believes it will be liable, have been included in accounts payable and accrued expenses and other liabilities in the accompanying consolidated balance sheet as of September 30, 2024.

Depending on the nature of the proceeding, claim, or investigation, we may be subject to monetary damage awards, fines, penalties, or injunctive orders. Furthermore, the outcome of these matters could materially adversely affect our business, results of operations, and financial condition. The outcomes of legal proceedings, claims, and government investigations are inherently unpredictable and subject to significant judgment to determine the likelihood and amount of loss related to such matters. While it is not possible to determine the outcomes, we believe based on our current knowledge that the resolution of all such pending matters will not, either individually or in the aggregate, have a material adverse effect on our business, results of operations, cash flows, or financial condition.

Except as may be set forth above the Company is not a party to any legal proceedings, and the Company is not aware of any claims or actions pending or threatened against us. In the future, the Company might from time to time become involved in litigation relating to claims arising from its ordinary course of business, the resolution of which the Company does not anticipate would have a material adverse impact on our financial position, results of operations or cash flows.

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**SUBSEQUENT
EVENTS**

[Subsequent Events
\[Abstract\]](#)

[SUBSEQUENT EVENTS](#) NOTE 12: SUBSEQUENT EVENTS

**9 Months Ended
Sep. 30, 2024**

As previously reported, the Company and various purchasers (the "Investors") executed a securities purchase agreement (the "SPA") on or around April 7, 2023, whereby the Investors purchased from the Company promissory notes in the aggregate principal amount of approximately \$2,500,000 (the "Original Notes"), and the remaining balances of such Original Notes as of October 1, 2023, were exchanged by the Investors for replacement promissory notes issued on October 1, 2023, in the aggregate principal amount of approximately \$1,789,668.37 (the "Exchange Notes"). In addition, as previously reported, the Company entered into settlement agreements with the Investors (each a "Settlement Agreement") on May 24, 2024, pursuant to which the Company agreed to pay aggregate cash payments equal to \$1,789,668.37 to extinguish all obligations and claims under the SPA, Original Notes, and Exchange Notes, as follows: (i) \$500,000.00 on or before May 28, 2024 and (ii) \$1,289,668.37 on or before September 30, 2024 (the "Final Payment"). On October 3, 2024, the Company entered into amendments to each Settlement Agreement with the Investors (each an "Amendment"), whereby the Final Payment due date was extended to October 31, 2024. On November 1, 2024, the Company entered into a second amendment to each Settlement Agreement with the Investors (each an "Amendment"), whereby the Final Payment due date was extended to November 4, 2024. On November 4, 2024, the Company paid the Final Payment to extinguish all obligations and claims under the SPA, Original Notes, and Exchange Notes.

Between October 3, 2024 and October 15, 2024, the Company issued 1,311,345 shares of the Company's common stock (the "Shares") to a certain note holder upon conversion of a portion of their promissory note originally issued by the Company on or around October 1, 2023 (the "Note"). On October 16, 2024, the Company became aware that the issuance of the Shares was in error and not permitted under the terms of the Note due to the requirement thereunder that stockholder approval be obtained prior to the issuance of more than 19.9% of the Company's pre-transaction shares outstanding upon conversion(s) of the Note, as referenced and specifically required under Nasdaq Listing Rule 5635(d). The Company then notified the note holder that the Shares must be returned to the Company's transfer agent for cancellation. Accordingly, the note holder is in the process of returning the Shares to the Company's transfer agent for cancellation. Upon cancellation of the Shares, the Company's issued and outstanding common stock count will decrease by 1,311,345 shares. The Company is in communications with The Nasdaq Stock Market LLC regarding the aforementioned erroneous issuance of the Shares and subsequent remediation actions.

On November 5, 2024, the Holder facilitated the cancellation of 1,311,345 shares of the Company's common stock in accordance with the Company's remediation plan.

Completion of offering Common Stock and Pre-Funded Warrants

On October 28, 2024, the Company entered into securities purchase agreements (the "Purchase Agreements") with certain accredited investors named therein (the "Purchasers"), pursuant to which the Company agreed to issue and sell, in a best efforts offering (the "Offering"): (i) 6,233,650 shares of common stock (the "Common Stock"), at a purchase price of \$0.10 per share of Common Stock, and (ii) 24,109,350 pre-funded warrants ("Pre-Funded Warrants") to purchase Common Stock, at a purchase price of \$0.0999 per Pre-Funded Warrant, immediately exercisable at an exercise price of \$0.0001 per share. The Purchase Agreement contains customary representations and warranties and agreements of the Company and the Purchasers and customary indemnification rights and obligations of the parties. The Offering closed on October 30, 2024.

The Company offered Pre-Funded Warrants to those Purchasers whose purchase of Common Stock in the Offering would have resulted in the Purchaser, together with its affiliates and certain related parties, beneficially owning more than 4.99% (or at the election of the Purchaser, 9.99%) of our Common Stock immediately following the consummation of the Offering in lieu of the Common Stock that would otherwise result in ownership in excess of 4.99% (or at the election of the purchaser, 9.99%) of the outstanding Common Stock of the Company. The Pre-Funded Warrants may be exercised commencing on the issuance date and do not expire. The Pre-Funded Warrants are exercisable for cash; provided, however that they may be exercised on a cashless exercise basis if, at the time of exercise, there is no effective registration statement registering, or no current prospectus available for, the issuance or resale of the Common Stock issuable upon exercise of the Pre-Funded Warrants.

The Common Stock, the Pre-Funded Warrants, and the Common Stock issuable upon exercise of the Pre-Funded Warrants were offered pursuant to a registration statement on Form S-1 as filed with the SEC on October 24, 2024, as amended, and was declared effective on October 28, 2024 (the "Registration Statement").

RBW Capital Partners LLC, acting through Dominari Securities LLC (the "Placement Agent"), acted as the exclusive placement agent for the Offering pursuant to a Placement Agency Agreement dated October 28, 2024 (the "Placement Agency Agreement") by and between the Company and the Placement Agent.

The Offering resulted in gross proceeds to the Company of approximately \$3,000,000, before deducting placement agent fees and commissions and other offering expenses, and excluding proceeds to the Company, if any, that may result from the future exercise of the Pre-Funded Warrants issued in the Offering. As compensation to the Placement Agent, as the exclusive placement agent in connection with the Offering, the Company paid to the Placement Agent a cash fee of 8.0% of the aggregate gross proceeds raised in the Offering, a non-accountable expense allowance of 1.0% of the aggregate gross proceeds raised in the Offering, reimbursement of up to \$50,000 for expenses of legal counsel and other actual out-of-pocket expenses, and up to \$15,950 for clearing agent closing costs.

[XML 92 R21.htm IDEA: XBRL DOCUMENT](#)

**SUMMARY OF
SIGNIFICANT
ACCOUNTING
POLICIES (Policies)**

[Accounting Policies
\[Abstract\]](#)

[Basis of Presentation](#)

**9 Months Ended
Sep. 30, 2024**

[Basis of Presentation](#)

The accounting and reporting policies of the Company conform to accounting principles generally accepted in the United States of America ("GAAP").

[Reverse Stock Split](#)

[Reverse Stock Split](#)

On August 21, 2023, the Board of Directors approved a one-for-25 reverse stock split of its issued and outstanding shares of common stock and a proportional adjustment to the existing conversion ratios for each series of the Company's preferred stock. The reverse stock split became effective as of August 22, 2023. Accordingly, all share and per share amounts for all periods presented in the accompanying consolidated financial statements and notes thereto have been adjusted retroactively, where applicable, to reflect this reverse stock split and adjustment of the preferred stock conversion ratios.

[Unaudited Interim
Financial Information](#)

[Unaudited Interim Financial Information](#)

The accompanying unaudited condensed consolidated balance sheet as of September 30, 2024, the unaudited condensed consolidated statements of operations for the three and nine months ended September 30, 2024, and 2023 and of cash flows for the nine months ended September 30, 2024 and 2023 have been prepared by the Company, pursuant to the rules and regulations of the SEC for the interim financial statements. Certain information and footnote disclosures normally included in financial statements prepared in accordance with GAAP have been condensed or omitted pursuant to rules and regulations. However, the Company believes that the disclosures are adequate to make the information presented not misleading. The unaudited interim consolidated financial statements have been prepared on a basis consistent with the audited consolidated financial statements and in the opinion of management, reflect all adjustments, consisting of only normal recurring adjustments, necessary for the fair presentation of the consolidated results for the interim periods presented and of the consolidated financial condition as of the date of the interim consolidated balance sheet. The results of operations are not necessarily indicative of the results expected for the year ended December 31, 2024.

The accompanying unaudited interim condensed consolidated financial statements should be read in conjunction with the Company's audited consolidated financial statements and the notes thereto for the year ended December 31, 2023 included in the Company's Annual Form 10-K filed with SEC on April 15, 2024.

[Principles of
Consolidation](#)

[Principles of Consolidation](#)

These condensed consolidated financial statements include the accounts of the Company and its wholly-owned subsidiaries Bailey, and Stateside from the dates of acquisition. All inter-company

transactions and balances have been eliminated on consolidation.

[Discontinued Operations](#)

[Discontinued Operations](#)

Certain prior year accounts have been reclassified to conform with current year presentation regarding income (loss) from discontinued operations.

[Use of Estimates](#)

[Use of Estimates](#)

The preparation of the Company's financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Significant estimates and assumptions reflected in these financial statements include, but are not limited to, inventory, impairment of long-lived assets, contingent consideration and derivative liabilities. The Company bases its estimates on historical experience, known trends and other market-specific or other relevant factors that it believes to be reasonable under the circumstances. On an ongoing basis, management evaluates its estimates when there are changes in circumstances, facts and experience. Changes in estimates are recorded in the period in which they become known. Actual results could differ from those estimates.

[Cash and Equivalents and Concentration of Credit Risk](#)

[Cash and Equivalents and Concentration of Credit Risk](#)

The Company considers all highly liquid securities with an original maturity of less than six months to be cash equivalents. As of September 30, 2024, and December 31, 2023, the Company did not hold any cash equivalents. The Company's cash and cash equivalents in bank deposit accounts, at times, may exceed federally insured limits of \$250,000.

[Fair Value of Financial Instruments](#)

[Fair Value of Financial Instruments](#)

The Company's financial instruments consist of cash and cash equivalents, prepaid expenses, accounts payable, accrued expenses, due to related parties, related party note payable, and convertible debt. The carrying value of these assets and liabilities is representative of their fair market value, due to the short maturity of these instruments.

[Accounts Receivable and Expected Credit Loss](#)

[Accounts Receivable and Expected Credit Loss](#)

We carry our accounts receivable at invoiced amounts less allowances for customer credit losses and other deductions to present the net amount expected to be collected on the financial asset. All receivables are expected to be collected within one year of the consolidated balance sheet. We do not accrue interest on the trade receivables. Management evaluates the ability to collect accounts receivable based on a combination of factors. Receivables are determined to be past due based on individual credit terms. An allowance for credit losses is maintained based on the length of time receivables are past due, historical collections, or the status of a customer's financial position. Receivables are written off in the year deemed uncollectible after efforts to collect the receivables have proven unsuccessful. We do not have any off-balance sheet credit exposure related to our customers.

We periodically review accounts receivable, estimate an allowance for bad debts, and simultaneously record the appropriate expense in the statement of operations. Such estimates are based on general economic conditions, the financial conditions of customers, and the amount and age of past due accounts. Past due accounts are written off against that allowance only after all collection attempts have been exhausted and the prospects for recovery are remote. Recoveries of accounts receivable previously written off are recorded as income when received. The Company provides credit to its customers in the normal course of business and has established credit evaluation and monitoring processes to mitigate credit risk.

As of September 30, 2024, and December 31, 2023, the Company determined an allowance for credit losses of \$51,552 and \$41,854, respectively.

[Inventory](#)

[Inventory](#)

Inventory is stated at the lower of cost or net realizable value and accounted for using the weighted average cost method for DSTLD and first-in, first-out method for Bailey, Stateside and Sundry. The inventory balances as of September 30, 2024 and December 31, 2023 consist substantially of finished good products purchased or produced for resale, as well as any raw materials the Company purchased to modify the products and work in progress.

Inventory consisted of the following:

	September 30, 2024	December 31, 2023
Raw materials	\$ 722,963	\$ 695,580
Work in process	608,432	585,387
Finished goods	3,709,123	3,568,633
Inventory	\$ 5,040,518	\$ 4,849,600

[Goodwill](#)

[Goodwill](#)

Goodwill and identifiable intangible assets that have indefinite useful lives are not amortized, but instead are tested annually for impairment and upon the occurrence of certain events or substantive changes in circumstances. The annual goodwill impairment test allows for the option to first assess qualitative factors to determine whether it is more likely than not that the fair value of a reporting unit is less than its carrying amount. An entity may choose to perform the qualitative assessment on none, some or all of its reporting units or an entity may bypass the qualitative assessment for any reporting unit and proceed directly to step one of the quantitative impairment test. If it is determined, on the basis of qualitative factors, that the fair value of a reporting unit is, more likely than not, less than its carrying value, the quantitative impairment test is required.

[Annual Impairment](#)

[Annual Impairment](#)

At December 31, 2023, management determined that certain events and circumstances occurred that indicated that the carrying value of the Company's brand name assets, and the carrying amount of the reporting units, pertaining to Bailey44, Stateside and Sundry may not be recoverable. The qualitative assessment was primarily due to reduced or stagnant revenues of both entities as compared to the Company's initial projections at the time of each respective acquisition, as well as the entities' liabilities in excess of assets. Upon the quantitative analysis performed, the Company determined that the fair value of the intangible assets and reporting units were greater than the respective carrying values. As such, no impairment was recorded. The Company utilized the enterprise value approach in the impairment tests of each reporting unit in 2023.

At September 30, 2024, management determined that indicators of impairment existed with regards to the Bailey44 reporting unit. The qualitative assessment was primarily due to reduced revenues of Bailey44 as compared to the Company's projections, as well as the entity' liabilities in excess of assets. As such, the Company recorded an impairment to intangible assets of \$600,000.

[Net Loss per Share](#)

[Net Loss per Share](#)

Net earnings or loss per share is computed by dividing net income or loss by the weighted-average number of common shares outstanding during the period, excluding shares subject to redemption or forfeiture. The Company presents basic and diluted net earnings or loss per share. Diluted net earnings or loss per share reflect the actual weighted average of common shares issued and outstanding during the period, adjusted for potentially dilutive securities outstanding. Potentially dilutive securities are excluded from the computation of the diluted net loss per share if their inclusion would be anti-dilutive. As all potentially dilutive securities are anti-dilutive as of September 30, 2024 and 2023, diluted net loss per share is the same as basic net loss per share for each year. Potentially dilutive items outstanding as of September 30, 2024 and 2023 are as follows:

	September 30,	
	2024	2023
Series A convertible preferred stock	27,097	27,097
Series C convertible preferred stock	74,949	321,394
Common stock warrants	2,285,051	237,746
Stock options	1,566	1,558
Total potentially dilutive shares	2,388,663	587,795

The stock options and warrants above are out-of-the-money as of September 30, 2024 and 2023.

[Recent Accounting Pronouncements](#)

[Recent Accounting Pronouncements](#)

In January 2024, the Company adopted ASU 2020-06, *Debt—Debt with Conversion and Other Options (Subtopic 470-20) and Derivatives and Hedging— Contracts in Entity's Own Equity (Subtopic 815-40)*: Accounting for Convertible Instruments and Contracts in an Entity's Own Equity. This ASU addresses the complexity of certain guidance for convertible instruments and contracts in an entity's own equity. The ASU is effective for public business entities that meet the definition of a SEC filer, excluding entities eligible to be smaller reporting companies as defined by the SEC, for fiscal years beginning after December 15, 2021, including interim periods within those fiscal years. For all other entities, the ASU will be effective for fiscal years beginning after December 15, 2023, including interim periods within those fiscal years. The ASU did not have a material impact on the consolidated financial statements.

Management does not believe that any other recently issued, but not yet effective, accounting standards could have a material effect on the accompanying financial statements. As new accounting pronouncements are issued, the Company will adopt those that are applicable under the circumstances.

The following accounting pronouncements have been issued as of May 20, 2024 but are not yet effective and may affect the future financial reporting by the Company:

- ASU 2022-03, *Fair Value Measurement (Topic 820): Fair Value Measurement of Equity Securities Subject to Contractual Sale Restrictions*: The ASU is intended to clarify the guidance when measuring the fair value of an equity security subject to contractual restrictions that prohibit the sale of the security. For public business entities, the amendments in ASU 2022- 03 are effective for fiscal years beginning after December 15, 2023, and interim periods within those fiscal years. For all other entities, the ASU is effective for fiscal years beginning after December 15, 2024, and interim periods within those fiscal years.

[XML 93-R22.htm IDEA: XBRL DOCUMENT](#)

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Tables)

9 Months Ended

Sep. 30, 2024

[Accounting Policies \[Abstract\]](#)

[SCHEDULE OF INVENTORY](#)

Inventory consisted of the following:

	September 30, 2024	December 31, 2023
Raw materials	\$ 722,963	\$ 695,580
Work in process	608,432	585,387
Finished goods	3,709,123	3,568,633
Inventory	\$ 5,040,518	\$ 4,849,600

[SCHEDULE OF POTENTIALLY DILUTIVE ITEMS OUTSTANDING](#)

September 30,	
2024	2023

Series A convertible preferred stock	27,097	27,097
Series C convertible preferred stock	74,949	321,394
Common stock warrants	2,285,051	237,746
Stock options	1,566	1,558
Total potentially dilutive shares	2,388,663	587,795

[XML 94-R23.htm IDEA: XBRL DOCUMENT](#)

DUE FROM FACTOR
(Tables)

9 Months Ended
Sep. 30, 2024

[Due From Factor](#)

[SCHEDULE OF DUE TO/ FROM FACTOR](#) Due to/from factor consist of the following:

	September 30, 2024	December 31, 2023
Outstanding receivables:		
Without recourse	\$ 916,045	\$ 808,233
With recourse	18,994	99,055
Matured funds and deposits	55,043	65,321
Advances	(551,813)	(483,187)
Credits due customers	—	(151,611)
	\$ 438,269	\$ 337,811

[XML 95-R24.htm IDEA: XBRL DOCUMENT](#)

GOODWILL AND INTANGIBLE ASSETS
(Tables)

[Goodwill and Intangible Assets Disclosure \[Abstract\]](#)

[SCHEDULE OF GOODWILL ATTRIBUTABLE TO EACH BUSINESS COMBINATION](#)

9 Months Ended
Sep. 30, 2024

The following is a summary of goodwill attributable to each business combination:

	September 30, 2024	December 31, 2023
Bailey	\$ 3,158,123	\$ 3,158,123
Stateside	2,104,056	2,104,056
Sundry	3,711,322	3,711,322
	\$ 8,973,501	\$ 8,973,501

[SCHEDULE OF INFORMATION RELATING TO THE COMPANY'S IDENTIFIABLE INTANGIBLE ASSETS](#)

The following table summarizes information relating to the Company's identifiable intangible assets as of September 30, 2024:

	Gross Amount	Accumulated Amortization	Carrying Value
Amortized:			
Customer relationships	\$ 8,634,560	\$ (6,551,861)	\$ 2,082,699
	\$ 8,634,560	\$ (6,551,861)	\$ 2,082,699
Indefinite-lived:			
Brand name	5,241,880	—	5,241,880
	\$ 13,876,440	\$ (6,551,861)	\$ 7,324,579

[XML 96-R25.htm IDEA: XBRL DOCUMENT](#)

LIABILITIES AND DEBT (Tables)

[Liabilities And Debt](#)

[SCHEDULE OF ACCRUED EXPENSES AND OTHER LIABILITIES](#)

9 Months Ended
Sep. 30, 2024

The Company accrued expenses and other liabilities line in the consolidated balance sheets is comprised of the following as of September 30, 2024, and December 31, 2023:

	September 30, 2024	December 31, 2023
Accrued expenses	\$ 733,865	\$ 617,374
Payroll related liabilities	4,224,259	3,895,640
Sales tax liability	178,960	145,545
Other liabilities	99,353	99,933
	\$ 5,236,437	\$ 4,758,492

[SCHEDULE OF MERCHANT ADVANCES](#)

The following is a summary of the merchant advances as of September 30, 2024, and December 31, 2023:

	September 30, 2024	December 31, 2023
Principal	\$ 2,347,564	\$ 2,960,946
Less: unamortized debt discount	(550,183)	(1,966,881)
Merchant cash advances, net	\$ 1,797,381	\$ 994,065

[SCHEDULE OF PROMISSORY NOTES PAYABLE, NET](#)

The following is a summary of promissory notes payable, net:

	September 30, 2024	December 31, 2023
Bailey Note	\$ 3,500,000	\$ 3,500,000
March 2023 Notes - principal	1,230,740	1,730,740
March 2023 Notes - unamortized debt discount	-	(346,148)
Promissory note payable, net	\$ 4,730,740	\$ 4,884,592

[XML 97-R26.htm IDEA: XBRL DOCUMENT](#)

SHARE-BASED PAYMENTS (Tables)

[Share-Based Payment Arrangement \[Abstract\]](#)

[SUMMARY OF INFORMATION RELATED TO COMMON STOCK WARRANTS](#)

A summary of information related to common stock warrants for the nine months ended September 30, 2024 is as follows:

	Common Stock Warrants	Weighted Average Exercise Price
Outstanding - December 31, 2023	1,180,220	\$ 25.40
Granted	2,132,581	2.92
Exercised	(1,027,750)	3.13
Forfeited	-	-
Outstanding - September 30, 2024	2,285,051	\$ 11.60
Exercisable at December 31, 2023	1,180,220	\$ 25.40
Exercisable at September 30, 2024	2,285,051	\$ 11.60

[XML 98-R27.htm IDEA: XBRL DOCUMENT](#)

LEASE OBLIGATIONS (Tables)

[Lease Obligations](#)

[SUMMARY OF OPERATING LEASE ASSETS AND LIABILITIES](#)

The following is a summary of operating lease assets and liabilities:

	September 30, 2024	December 31, 2023
Operating leases		
Assets		
ROU operating lease assets	\$ 365,246	\$ 689,688
Liabilities		
Current portion of operating lease	899,726	1,210,814
Non Current portion of lease liability	313,723	-
Total operating lease liabilities	\$ 1,213,449	\$ 1,210,814
	September 30, 2024	December 31, 2023
Operating leases		
Weighted average remaining lease term (years)	0.75	1.00
Weighted average discount rate	10.00%	10.00%

SUMMARY OF OPERATING LEASE OBLIGATIONS

	September 30, 2024
Future minimum payments	\$ 1,282,975
Less imputed interest	(69,526)
Total lease obligations	<u>\$ 1,213,449</u>

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NATURE OF

OPERATIONS (Details

Narrative) - USD (\$)

Jun. 21, 2023	Dec. 30, 2022	Aug. 30, 2021	May 18, 2021
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[Disposal Group, Disposed of by Sale, Not Discontinued Operations \[Member\] | Harper & Jones, LLC \[Member\] | H&J Settlement Agreement \[Member\] | D. Jones Tailored Collection, Ltd \[Member\]](#)

[Collaborative Arrangement and Arrangement Other than Collaborative \[Line Items\]](#)

Aggregate cash payment agreed to pay

\$ 229,000

Issuance of common stock, shares

1,952,580

Percentage of membership interest

100.00%

[Harper & Jones LLC \[Member\]](#)[Collaborative Arrangement and Arrangement Other than Collaborative \[Line Items\]](#)

Percentage of equity acquired

100.00%

[Stateside \[Member\]](#)[Collaborative Arrangement and Arrangement Other than Collaborative \[Line Items\]](#)

Percentage of equity acquired

100.00%

[Sundry \[Member\]](#)[Collaborative Arrangement and Arrangement Other than Collaborative \[Line Items\]](#)

Percentage of equity acquired

100.00%

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GOING CONCERN

(Details Narrative) -

USD (\$)

9 Months Ended

Sep. 30, 2024 Sep. 30, 2023

[Organization, Consolidation and Presentation of Financial Statements \[Abstract\]](#)

Net loss

\$ 7,735,453 \$ 6,528,082

Working capital deficit

\$ 16,044,544

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SCHEDULE OF

INVENTORY (Details)

Sep. 30, 2024 Dec. 31, 2023

- USD (\$)

[Accounting Policies \[Abstract\]](#)

Raw materials \$ 722,963 \$ 695,580

Work in process 608,432 585,387

Finished goods 3,709,123 3,568,633

Inventory \$ 5,040,518 \$ 4,849,600

~~XML 102 R31.htm IDEA: XBRL DOCUMENT~~

SCHEDULE OF

POTENTIALLY

DILUTIVE ITEMS

OUTSTANDING

(Details) - shares

9 Months Ended

Sep. 30, 2024 Sep. 30, 2023

[Antidilutive Securities Excluded from Computation of Earnings Per Share \[Line Items\]](#)

Total potentially dilutive shares

2,388,663 587,795

[Series A Convertible Preferred Stock \[Member\]](#)[Antidilutive Securities Excluded from Computation of Earnings Per Share \[Line Items\]](#)

Total potentially dilutive shares

27,097 27,097

[Series C Convertible Preferred Stock \[Member\]](#)[Antidilutive Securities Excluded from Computation of Earnings Per Share \[Line Items\]](#)

Total potentially dilutive shares

74,949 321,394

[Common Stock Warrant \[Member\]](#)[Antidilutive Securities Excluded from Computation of Earnings Per Share \[Line Items\]](#)

Total potentially dilutive shares

2,285,051 237,746

[Share-Based Payment Arrangement, Option \[Member\]](#)[Antidilutive Securities Excluded from Computation of Earnings Per Share \[Line Items\]](#)

Total potentially dilutive shares

1,566 1,558

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SUMMARY OF

SIGNIFICANT

ACCOUNTING

POLICIES (Details

Narrative) - USD (\$)

3 Months Ended

9 Months Ended

Aug. 21, 2023

Sep. 30, 2024 Sep. 30, 2023 Sep. 30, 2024 Sep. 30, 2023 Dec. 31, 2023

[Accounting Policies \[Abstract\]](#)

Reverse stock split conversion ratio one-for-25 reverse stock split

Cash and cash equivalents in bank deposit \$ 250,000 \$ 250,000 \$ 250,000

Allowance for credit loss 51,552 51,552 \$ 41,854

Impairment to intangible assets \$ 600,000 \$ 600,000

~~XML 104 R33.htm IDEA: XBRL DOCUMENT~~

SCHEDULE OF DUE

TO/ FROM FACTOR

(Details) - USD (\$)

Sep. 30, 2024 Dec. 31, 2023

[Outstanding receivables:](#)

Without recourse \$ 916,045 \$ 808,233

With recourse 18,994 99,055

Matured funds and deposits 55,043 65,321

Advances (551,813) (483,187)

Credits due customers (151,611)

Due from factor, net \$ 438,269 \$ 337,811

~~XML 105 R34.htm IDEA: XBRL DOCUMENT~~

SCHEDULE OF

GOODWILL

ATTRIBUTABLE TO

EACH BUSINESS

COMBINATION

(Details) - USD (\$)

Sep. 30, 2024 Dec. 31, 2023

[Restructuring Cost and Reserve \[Line Items\]](#)

Goodwill \$ 8,973,501 \$ 8,973,501

[Bailey \[Member\]](#)[Restructuring Cost and Reserve \[Line Items\]](#)

Goodwill 3,158,123 3,158,123

[Stateside \[Member\]](#)[Restructuring Cost and Reserve \[Line Items\]](#)

Goodwill 2,104,056 2,104,056

[Sundry \[Member\]](#)[Restructuring Cost and Reserve \[Line Items\]](#)

Goodwill \$ 3,711,322 \$ 3,711,322

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Original issue discount	608,750			
Net proceeds	\$ 1,850,000			
Maturity date	September 30, 2023			
Percentage of notes to be repaid, if the Company completes a debt or equity financing of less than the threshold amount	50.00%			
Percentage of notes to be repaid, if the Company completes a debt or equity financing of greater than the threshold amount	100.00%			
Percentage of notes to be repaid, if the Company completes a debt or equity financing of less than the threshold amount	20.00%			
Repayments of principal	\$ 1,247,232			

[Amortization of debt discount](#) 608,750

[March 2023 Notes \[Member\] | Maximum \[Member\]](#)

[Short-Term Debt \[Line Items\]](#)

[Principal amount](#) \$ 7,500,000

[Bailey \[Member\]](#)

[Short-Term Debt \[Line Items\]](#)

[Principal amount](#) 3,500,000 3,500,000 3,500,000

[Bailey \[Member\] | First PPP Loan \[Member\]](#)

[Short-Term Debt \[Line Items\]](#)

[Debt instrument, forgiveness](#) \$ 413,705

[Bailey \[Member\] | PPP Loan \[Member\]](#)

[Short-Term Debt \[Line Items\]](#)

[Long term debt, gross](#) 933,295 933,295 \$ 933,295

[Gynger, Inc. \[Member\]](#)

[Short-Term Debt \[Line Items\]](#)

[Debt conversion amount](#) \$ 313,816

[Debt conversion shares issued](#) 106,020

[Convertible Debt \[Member\] | Target Capital 1 LLC \[Member\]](#)

[Short-Term Debt \[Line Items\]](#)

[Principal amount](#) \$ 250,000

[Maturity date](#) Apr. 30, 2025

[Principal and interest payment](#) \$ 50,000

[Repayment of debt](#) \$ 300,000

[Number of share of common stock](#) 50,000

[Accrued liabilities](#)

\$ 141,000 \$ 141,000

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STOCKHOLDERS' DEFICIT (Details Narrative) - USD (\$)	1 Months Ended					3 Months Ended			9 Months Ended				
	May 03, 2024	Aug. 21, 2023	Jun. 21, 2023	Sep. 30, 2024	May 31, 2024	Oct. 31, 2023	Sep. 30, 2024	Jun. 30, 2024	Mar. 31, 2024	Sep. 30, 2023	Mar. 31, 2023	Sep. 30, 2024	Sep. 30, 2023

[Accumulated Other Comprehensive](#)

[Income \(Loss\) \[Line Items\]](#)

[Reverse stock split](#) one-for-25 reverse stock split

[Common Stock, Shares Authorized](#) 1,000,000,000 1,000,000,000 1,000,000,000 1,000,000,

[Common stock par value](#) \$ 0.0001 \$ 0.0001 \$ 0.0001 \$ 0.0001

[Voting rights](#) one

[Common stock, shares issued](#) \$ 742,513 \$ 2,877,475 1,736,206

[Net proceeds from issuance of common stock](#) \$ 5,356,194

[Stock Issued During Period, Value, Issued for Services](#) \$ 88,369 224,265 \$ 1,157,090 \$ 499,338

[Warrants exercised](#) 649,000 649,000 649,000

[\[custom:PlacementAgentFeesAndExpenses.\]](#) \$ 2,877,475

[Conversion of loan into common stock](#) 313,816

[Merchant Advances From Gynger Inc \[Member\]](#)

[Accumulated Other Comprehensive](#)

[Income \(Loss\) \[Line Items\]](#)

[Conversion of loan into common stock](#) \$ 313,816

[Conversion of loan into common stock, shares](#) 106,020

[Series C Convertible Preferred Stock \[Member\]](#)

[Accumulated Other Comprehensive](#)

[Income \(Loss\) \[Line Items\]](#)

[Conversion of stock, shares converted](#) 975 3,442

[Convertible preferred stock](#) 192,027 192,027

[Stated value](#) \$ 1 \$ 1

[Preferred stock, shares issued](#) 1,643 1,643 1,643 4,786

[Preferred stock, shares outstanding](#) 1,643 1,643 1,643 4,786

[Preferred stock, par value \(in dollars per share\)](#) \$ 0.0001 \$ 0.0001 \$ 0.0001 \$ 0.0001

[Redemption percentage](#) 112.00%

[Series A Convertible Preferred Stock \[Member\]](#)

[Accumulated Other Comprehensive](#)

[Income \(Loss\) \[Line Items\]](#)

[Preferred stock, shares authorized \(in shares\)](#) 6,300 6,300 6,300 6,300

[Stated value](#) \$ 1 \$ 1

[Preferred stock, shares issued](#) 6,300 6,300 6,300 6,300

[Preferred stock, shares outstanding](#) 6,300 6,300 6,300 6,300

[Conversion price \(in dollars per share\)](#)

[Series A Convertible Preferred Stock \[Member\]](#)

[Accumulated Other Comprehensive](#)

[Income \(Loss\) \[Line Items\]](#)

[Preferred stock, shares authorized \(in shares\)](#) 6,300 6,300 6,300 6,300

[Stated value](#) \$ 1 \$ 1

[Preferred stock, shares issued](#) 6,300 6,300 6,300 6,300

[Preferred stock, shares outstanding](#) 6,300 6,300 6,300 6,300

Preferred stock, par value (in dollars per share)	\$ 0.0001	\$ 0.0001	\$ 0.0001	\$ 0.0001
Common Stock [Member]				
Accumulated Other Comprehensive Income (Loss) [Line Items]				
Common stock, shares issued		\$ 139	\$ 37	\$ 44
Stock Issued During Period, Shares, Issued for Services		60,527	68,583	105,174 4,756 129,110
Stock Issued During Period, Value, Issued for Services		\$ 6	\$ 7	\$ 11
Conversion of stock, shares converted		54,394		
Convertible preferred stock	192,027	192,027		192,027
Common shares issued for cash, shares		1,404,684	378,750	444,909
Conversion of loan into common stock			\$ 11	
Conversion of loan into common stock, shares			106,020	

ATM Agreement [Member]				
Accumulated Other Comprehensive Income (Loss) [Line Items]				
Common stock, shares issued				\$ 1,200,593
Net proceeds from issuance of common stock				\$ 2,478,719

Securities Purchasement [Member]				
Accumulated Other Comprehensive Income (Loss) [Line Items]				
Warrants exercised	1,027,750			
Exercise price of warrants	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13
Warrant, Exercise Price, Increase	\$	\$	\$	\$
	3,216,857.50	3,216,857		

Common shares issued for cash, shares	378,750			
Securities Purchasement [Member] Series A Warrants [Member]				
Accumulated Other Comprehensive Income (Loss) [Line Items]				
Warrants exercised				
Securities Purchasement [Member] Series B Warrants [Member]				
Accumulated Other Comprehensive Income (Loss) [Line Items]				
Warrants exercised				
Securities Purchase Agreement [Member] Series C Convertible Preferred Stock [Member]				
Accumulated Other Comprehensive Income (Loss) [Line Items]				
Warrants exercised	1,027,750	1,027,750	1,027,750	1,027,750

Accumulated Other Comprehensive Income (Loss) [Line Items]				
Conversion price (in dollars per share)	\$ 0.717			
Number of shares resulting from conversion	5,761			
Preferred stock, par value (in dollars per share)	\$			
Issue price (in dollars per share)	\$ 1,000			
Convertible preferred stock value	\$ 1,000			

XML 113 R42.htm IDEA: XBRL DOCUMENT

RELATED PARTY TRANSACTIONS (Details Narrative) - USD (\$) Sep. 30, 2024 Dec. 31, 2023

Related Party Transactions [Abstract]		
Other current liabilities	\$ 426,921	\$ 400,012

XML 114 R43.htm IDEA: XBRL DOCUMENT

SUMMARY OF INFORMATION RELATED TO COMMON STOCK WARRANTS (Details) - Common Stock Warrant [Member] - \$ / shares	9 Months Ended	12 Months Ended
	Sep. 30, 2024	Dec. 31, 2023

Class of Warrant or Right [Line Items]		
Warrant Outstanding Beginning Balance	1,180,220	
Weighted Average Exercise Price Outstanding Beginning Balance	\$ 25.40	
Warrant Outstanding, Granted	2,132,581	
Weighted Average Exercise Price Outstanding, Granted	\$ 2.92	
Warrant Outstanding, Exercised	(1,027,750)	
Weighted Average Exercise Price Outstanding, Exercised	\$ 3.13	
Warrant Outstanding, Forfeited		
Weighted Average Exercise Price Outstanding, Forfeited		
Warrant Outstanding Ending Balance	2,285,051	1,180,220
Weighted Average Exercise Price Outstanding Beginning Balance	\$ 11.60	\$ 25.40
Common Stock Warrants Exercisable	2,285,051	1,180,220
Weighted Average Exercise Price Exercisable	\$ 25.40	
Weighted Average Exercise Price Exercisable	\$ 11.60	\$ 25.40

XML 115 R44.htm IDEA: XBRL DOCUMENT

SHARE-BASED PAYMENTS (Details Narrative) - USD (\$) Share-Based Payment Arrangement, Expensed and Capitalized, Amount [Line Items]	3 Months Ended	9 Months Ended
	Sep. 30, 2024	Sep. 30, 2023
	Sep. 30, 2024	Sep. 30, 2023

Option outstanding	1,566	1,566	1,566
Option outstanding exercise price	\$ 9,050	\$ 9,050	\$ 9,050
Stock-based compensation expense	\$ 1,061	\$ 101,417	\$ 169,261
Unrecognized compensation cost related to non-vested stock option	\$ 353	\$ 353	\$ 308,511
Share-based arrangement, non-vested weighted average period		10 days	
Selling and Marketing Expense [Member]			
Share-Based Payment Arrangement, Expensed and Capitalized, Amount [Line Items]			
Stock-based compensation expense		\$ 23,998	\$ 43,197

XML 116 R45.htm IDEA: XBRL DOCUMENT

SUMMARY OF OPERATING LEASE ASSETS AND Sep. 30, 2024 Dec. 31, 2023

LIABILITIES (Details)
- USD (\$)

Assets		
ROU operating lease assets	\$ 365,246	\$ 689,688
Liabilities		
Current portion of operating lease	899,726	1,210,814
Non Current portion of lease liability	313,723	
Total operating lease liabilities	\$ 1,213,449	\$ 1,210,814
Weighted average remaining lease term (years)	9 months	1 year
Weighted average discount rate	10.00%	10.00%

[XML 117 R46.htm IDEA: XBRL DOCUMENT](#)

SUMMARY OF OPERATING LEASE OBLIGATIONS (Details) - USD (\$)
Sep. 30, 2024 Dec. 31, 2023

Lease Obligations		
Future minimum payments	\$ 1,282,975	
Less imputed interest	(69,526)	
Total lease obligations	\$ 1,213,449	\$ 1,210,814

[XML 118 R47.htm IDEA: XBRL DOCUMENT](#)

LEASE OBLIGATIONS (Details Narrative) - USD (\$)
1 Months Ended
Apr. 30, 2024 Sep. 30, 2023 Jan. 31, 2023 Sep. 30, 2024 Dec. 31, 2023

Right of use asset		\$ 365,246	\$ 689,688
Operating lease liability		\$ 1,213,449	\$ 1,210,814
Discount rate		10.00%	10.00%
Corporate Office and Distribution Center [Member]			
Rent expense		\$ 12,000	
Right of use asset		31,597	
Operating lease liability		\$ 170,002	
Discount rate		10.00%	
Showroom Space [Member]			
Rent expense	\$ 13,261	\$ 25,000	
Right of use asset	425,634	658,091	
Operating lease liability	\$ 425,634	\$ 1,040,812	
Discount rate	10.00%	10.00%	

[XML 119 R48.htm IDEA: XBRL DOCUMENT](#)

CONTINGENCIES (Details Narrative) - USD (\$)
1 Months Ended 9 Months Ended
Nov. 16, 2023 Nov. 15, 2023 Mar. 21, 2023 Dec. 21, 2020 Oct. 31, 2024 Mar. 31, 2021 Aug. 31, 2020 Sep. 30, 2024 Feb. 07, 2023

Loss Contingencies [Line Items]										
Loss contingency amount										
Bailey LLC [Member]										
										\$ 450,968
Loss Contingencies [Line Items]										
Loss contingency amount										
Short Term Notes Payable [Member]										
						\$ 96,900	\$ 96,900			\$ 1,500,000
Loss Contingencies [Line Items]										
Loss contingency amount										
Subsequent Event [Member]										
				\$ 100,000						
Loss Contingencies [Line Items]										
Legal Fees										
Trade Payables [Member]										
										\$ 250,000
Loss Contingencies [Line Items]										
Loss contingency amount										
	\$ 345,384	\$ 582,208	\$ 43,501							\$ 182,400
Accounts Payable, Trade										
Trade Payables [Member] Vendor [Member]										
Loss Contingencies [Line Items]										
Loss contingency amount										
		\$ 292,604								

[XML 120 R49.htm IDEA: XBRL DOCUMENT](#)

SUBSEQUENT EVENTS (Details Narrative) - USD (\$)
1 Months Ended 3 Months Ended
Nov. 05, 2024 Oct. 28, 2024 Oct. 16, 2024 Oct. 15, 2024 Sep. 30, 2024 May 28, 2024 May 24, 2024 Oct. 31, 2024 Sep. 30, 2024 Jun. 30, 2024 Mar. 31, 2024 Dec. 31, 2023 Oct. 01, 2023 Apr. 07, 2023

Subsequent Event [Line Items]														
Common stock, shares, issued														
														3,769,859
Common stock, par value														
														\$ 0.0001
Warrants to purchase common stock														
														649,000
Subsequent Event [Member]														
Subsequent Event [Line Items]														
Pre-transaction shares outstanding percentage														
														19.90%

[Offering description](#)

The Company offered Pre-Funded Warrants to those Purchasers whose purchase of Common Stock in the Offering would have resulted in the Purchaser, together with its affiliates and certain related parties, beneficially owning more than 4.99% (or at the election of the Purchaser, 9.99%) of our Common Stock immediately following the consummation of the Offering in lieu of the Common Stock that would otherwise result in ownership in excess of 4.99% (or at the election of the purchaser, 9.99%) of the outstanding Common Stock of the Company.

[Proceeds from offering](#) \$ 3,000,000

Cash fee percentage 8.00%
Non-accountable expense allowance 1.00%
Legal expenses

\$
250,000

[Subsequent Event \[Member\] | Maximum \[Member\]](#)

[Subsequent Event \[Line Items\]](#)

Legal expenses \$ 50,000
Agent closing costs \$ 15,950
Common Stock [Member]

[Subsequent Event \[Line Items\]](#)

[Common shares issued for cash, shares](#)

[Common Stock \[Member\] | Subsequent Event \[Member\]](#)

1,404,684 378,750 444,909

[Subsequent Event \[Line Items\]](#)

[Common shares issued for cash, shares](#) 1,311,345

Shares decrease 1,311,345
Cancellation of shares 1,311,345

[Common Stock \[Member\] | Subsequent Event \[Member\] | Securities Purchase Agreements \[Member\]](#)

[Subsequent Event \[Line Items\]](#)

[Common stock, shares, issued](#) 6,233,650

[Common stock, par value](#) \$ 0.10

[Pre-funded Warrants \[Member\] | Subsequent Event \[Member\] | Securities Purchase Agreements \[Member\]](#)

[Subsequent Event \[Line Items\]](#)

[Warrants to purchase common stock](#) 24,109,350

[Share price per share](#) \$ 0.0999

[Warrant exercise price](#) \$ 0.0001

[Original Notes \[Member\]](#)

[Subsequent Event \[Line Items\]](#)

[Debt instrument, face amount](#)

\$
2,500,000

[Exchange Notes \[Member\]](#)

[Subsequent Event \[Line Items\]](#)

[Debt instrument, face amount](#)

\$
1,789,668.37

[Settlement Agreement \[Member\]](#)

[Subsequent Event \[Line Items\]](#)

[Payment for debt extinguishment](#) \$ 1,289,668.37 \$ 500,000.00 \$ 1,789,668.37

[XML 121 Filing Summary.xml IDEA: XBRL DOCUMENT 3.24.3.html 204 294 1 false 58 0 false 5 false false R1.htm 00000001 - Document - Cover Sheet](#)
[http://digitalbrandsgroup.co/role/Cover Cover Cover 1 false false R2.htm 00000002 - Statement - Condensed Consolidated Balance Sheets Sheet](#)
[http://digitalbrandsgroup.co/role/BalanceSheets Condensed Consolidated Balance Sheets Statements 2 false false R3.htm 00000003 - Statement - Condensed Consolidated Balance Sheets \(Parenthetical\) Sheet](#)
[http://digitalbrandsgroup.co/role/BalanceSheetsParenthetical Condensed Consolidated Balance Sheets \(Parenthetical\) Statements 3 false false R4.htm 00000004 - Statement - Condensed Consolidated Statements of Operations \(Unaudited\) Sheet](#)
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[http://xbrl.sec.gov/ecd/role/InsiderTradingArrangements Insider Trading Arrangements Notes 8 false false R9.htm 995612 - Disclosure - NATURE OF OPERATIONS Sheet](#)
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Includes, but is not limited to, notes payable, bonds payable, commercial loans, mortgage loans, convertible debt, subordinated debt and other types of debt." } } }, "auth_ref": { "r14", "r100", "r293" }, "us-gaap.DebtInstrumentDecreaseForgiveness": { "xbrlItemType": "monetaryItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "DebtInstrumentDecreaseForgiveness", "crdr": "debit", "presentation": { "http://digitalbrandsgroup.co/role/LiabilitiesAndDebtDetailsNarrative": { "lang": { "en-us": { "role": { "label": "Debt instrument, forgiveness", "documentation": "Decrease for amounts of indebtedness forgiven by the holder of the debt instrument." } } }, "auth_ref": { "r717" }, "us-gaap.DebtInstrumentFaceAmount": { "xbrlItemType": "monetaryItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "DebtInstrumentFaceAmount", "crdr": "credit", "presentation": { "http://digitalbrandsgroup.co/role/LiabilitiesAndDebtDetailsNarrative": { 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A major class is composed of intangible assets that can be grouped together because they are similar, either by their nature or by their use in the operations of the company." }, {"auth_ref": "ecd_IndividualAxis", "xbrltype": "stringItemType", "nsuri": "http://xbrl.sec.gov/ecd/2024", "localname": "IndividualAxis", "presentation": "http://xbrl.sec.gov/ecd/role/AwardTimingDisclosure", "lang": "en-us", "role": "label", "documentation": "Individual [Axis]"}, {"auth_ref": "xbrl.sec.gov/ecd/role/AwardTimingDisclosure", "lang": "en-us", "role": "label", "documentation": "AwardTimingDisclosure"}, {"auth_ref": "xbrl.sec.gov/ecd/role/ErrCompDisclosure", "lang": "en-us", "role": "label", "documentation": "ErrCompDisclosure"}, {"auth_ref": "xbrl.sec.gov/ecd/role/InsiderTradingArrangements", "lang": "en-us", "role": "label", "documentation": "InsiderTradingArrangements"}, {"auth_ref": "ecd_InsiderTradingArrLineItems", "xbrltype": "stringItemType", "nsuri": "http://xbrl.sec.gov/ecd/2024", "localname": "InsiderTradingArrLineItems", "auth_ref": "ecd_InsiderTradingPoliciesProcLineItems", "xbrltype": "stringItemType", "nsuri": "http://xbrl.sec.gov/ecd/2024", "localname": "InsiderTradingPoliciesProcLineItems", "lang": "en-us", "role": "label", "documentation": "InsiderTradingPoliciesProcLineItems"}, {"auth_ref": "ecd_InsiderTrdPoliciesProcAdoptedFlag", "xbrltype": "booleanItemType", "nsuri": "http://xbrl.sec.gov/ecd/2024", "localname": "InsiderTrdPoliciesProcAdoptedFlag", "presentation": "http://xbrl.sec.gov/ecd/role/InsiderTradingPoliciesProc", "lang": "en-us", "role": "label", "documentation": "InsiderTradingPoliciesProc"}, {"auth_ref": "ecd_InsiderTrdPoliciesProcNotAdoptedTextBlock", "xbrltype": "textBlockItemType", "nsuri": "http://xbrl.sec.gov/ecd/2024", "localname": "InsiderTrdPoliciesProcNotAdoptedTextBlock", "presentation": "http://xbrl.sec.gov/ecd/role/InsiderTradingPoliciesProc", "lang": "en-us", "role": "label", "documentation": "InsiderTradingPoliciesProcNotAdoptedTextBlock"}, {"auth_ref": "us-gaap_IntangibleAssetsNetExcludingGoodwill", "xbrltype": "monetaryItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "IntangibleAssetsNetExcludingGoodwill", "crdr": "debit", "calculation": "http://digitalbrandsgroup.co/role/BalanceSheets": {"parentTag": "us-gaap_Assets", "weight": 1.0, "order": 4.0 }}, {"presentation": "http://digitalbrandsgroup.co/role/BalanceSheets", "lang": "en-us", "role": "label", "documentation": "Sum of the carrying amounts of all intangible assets, excluding goodwill, as of the balance sheet date, net of accumulated amortization and impairment charges." }, {"auth_ref": "us-gaap_InterestExpenseDebt", "xbrltype": "monetaryItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "InterestExpenseDebt", "crdr": "debit", "presentation": "http://digitalbrandsgroup.co/role/LiabilitiesAndDebtDetailsNarrative", "lang": "en-us", "role": "label", "documentation": "Amount of the cost of borrowed funds accounted for as interest expense for debt." }, {"auth_ref": "us-gaap_InterestExpenseNonoperating", "xbrltype": "monetaryItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "InterestExpenseNonoperating", "crdr": "debit", "calculation": "http://digitalbrandsgroup.co/role/StatementsOfOperations": {"parentTag": "us-gaap_NonoperatingIncomeExpense", "weight": -1.0, "order": 1.0 }}, {"presentation": "http://digitalbrandsgroup.co/role/StatementsOfOperations", "lang": "en-us", "role": "label", "documentation": "Interest expense", "label": "Interest Expense, Nonoperating", "documentation": "Amount of interest expense classified as nonoperating." }, {"auth_ref": "us-gaap_InterestPaidNet", "xbrltype": "monetaryItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "InterestPaidNet", "crdr": "credit", "presentation": "http://digitalbrandsgroup.co/role/StatementsOfCashFlows", "lang": "en-us", "role": "label", "documentation": "Amount of cash paid for interest, excluding capitalized interest, classified as operating activity. 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Excludes accrued interest.", "auth_ref": "r3", "us-gaap_PaymentsOfStockIssuanceCosts": "xbrltype": "monetaryItem", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "PaymentsOfStockIssuanceCosts", "crdr": "credit", "calculation": "http://digitalbrandsgroup.co/role/StatementsOfCashFlows", "parentTag": "us-gaap NetCashProvidedByUsedInFinancingActivities", "weight": 1.0, "order": 6.0, "presentation": "http://digitalbrandsgroup.co/role/StatementsOfCashFlows", "lang": "en-us", "role": "label", "Offering costs", "label": "Payments of Stock Issuance Costs", "documentation": "The cash outflow for cost incurred directly with the issuance of an equity security.", "auth_ref": "r20", "us-gaap_PaymentsToAcquireProductiveAssets": "xbrltype": "monetaryItem", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "PaymentsToAcquireProductiveAssets", "crdr": "credit", "calculation": "http://digitalbrandsgroup.co/role/StatementsOfCashFlows", "parentTag": "us-gaap 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Preferred shares typically represent an ownership interest in the company.", "auth_ref": "r603, r604, r607, r608, r609, r610, r798, r801", "us-gaap_PreferredStockParOrStatedValuePerShare": "xbrltype": "perShareItem", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "PreferredStockParOrStatedValuePerShare", "presentation": "http://digitalbrandsgroup.co/role/BalanceSheetsParentetical",

"StockholdersEquityIncludingPortionAttributableToNoncontrollingInterestAbstract", "presentation": "http://digitalbrandsgroup.co/role/BalanceSheets", "lang": "en-us", "role": "label", "StockholdersEquity2019Equity", "auth_ref": "us-gaap_StockholdersEquityNoteDisclosureTextBlock", "textBlockItemType": "nsuri", "http://fasb.org/us-gaap/2024", "localname": "StockholdersEquityNoteDisclosureTextBlock", "presentation": "http://digitalbrandsgroup.co/role/StockholdersDeficit", "lang": "en-us", "role": "label", "STOCKHOLDERS2019DEFICIT", "documentation": "The entire disclosure for equity", "auth_ref": "r90", "r174", "r296", "r298", "r300", "r301", "r302", "r303", "r304", "r305", "r306", "r308", "r309", "r310", "r313", "r387", "r543", "r545", "r558", "us-gaap_StockholdersEquityReverseStockSplit", "xbrltype": "stringItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "StockholdersEquityReverseStockSplit", "presentation": "http://digitalbrandsgroup.co/role/StockholdersDeficitDetailsNarrative", "lang": "en-us", "role": "label", "Reverse stock split conversion ratio", "verboseLabel": "Reverse stock split", "documentation": "Description of the reverse stock split arrangement. 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User is expected to use existing line items from elsewhere in the taxonomy as the primary line items for this disclosure, which is further associated with dimension and member elements pertaining to a subsequent event", "auth_ref": "r402", "r425", "us-gaap_SubsequentEventMember", "xbrltype": "domainItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "SubsequentEventMember", "presentation": "http://digitalbrandsgroup.co/role/ContingenciesDetailsNarrative", "http://digitalbrandsgroup.co/role/SubsequentEventsDetailsNarrative", "lang": "en-us", "role": "label", "SubsequentEventMember", "documentation": "Identifies event that occurred after the balance sheet date but before financial statements are issued or available to be issued", "auth_ref": "r402", "r425", "us-gaap_SubsequentEventTable", "xbrltype": "stringItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "SubsequentEventTable", "presentation": "http://digitalbrandsgroup.co/role/SubsequentEventsDetailsNarrative", "lang": "en-us", "role": "label", "SubsequentEventTable", "documentation": "Disclosure of information about significant event or transaction occurring between statement of financial position date and date when financial statements were issued", "auth_ref": "r402", "r425", "us-gaap_SubsequentEventTypeAxis", "xbrltype": "stringItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "SubsequentEventTypeAxis", "presentation": "http://digitalbrandsgroup.co/role/ContingenciesDetailsNarrative", "http://digitalbrandsgroup.co/role/SubsequentEventsDetailsNarrative", "lang": "en-us", "role": "label", "SubsequentEvent Type [Axis]", "documentation": "Information by event that occurred after the balance sheet date but before financial statements are issued or available to be issued", "auth_ref": "r402", "r425", "us-gaap_SubsequentEventDomain", "xbrltype": "domainItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "SubsequentEventDomain", "presentation": "http://digitalbrandsgroup.co/role/ContingenciesDetailsNarrative", "http://digitalbrandsgroup.co/role/SubsequentEventsDetailsNarrative", "lang": "en-us", "role": "label", "SubsequentEventDomain", "documentation": "Event that occurred after the balance sheet date but before financial statements are issued or available to be issued", "auth_ref": "r402", "r425", "us-gaap_SubsequentEventsAbstract", "xbrltype": "stringItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "SubsequentEventsAbstract", "lang": "en-us", "role": "label", "SubsequentEventsAbstract", "documentation": "The entire disclosure for significant events or transactions that occurred after the balance sheet date through the date the financial statements were issued or the date the financial statements were available to be issued. Examples include: the sale of a capital stock issue, purchase of a business, settlement of litigation, catastrophic loss, significant foreign exchange rate changes, loans to insiders or affiliates, and transactions not in the ordinary course of business", "auth_ref": "r424", "r426", "us-gaap_SubstantialDoubtAboutGoingConcernTextBlock", "xbrltype": "textBlockItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "SubstantialDoubtAboutGoingConcernTextBlock", "presentation": "http://digitalbrandsgroup.co/role/GoingConcern", "lang": "en-us", "role": "label", "GOING CONCERN", "documentation": "The entire disclosure when substantial doubt is raised about the ability to continue as a going concern. Includes, but is not limited to, principal conditions or events that raised substantial doubt about the ability to continue as a going concern, management's evaluation of the significance of those conditions or events in relation to the ability to meet its obligations, and management's plans that alleviated or are intended to mitigate the conditions or events that raise substantial doubt about the ability to continue as a going concern", "auth_ref": "r54", "DBGI_SundryMember", "xbrltype": "domainItemType", "nsuri": "http://digitalbrandsgroup.co/20240930", "localname": "SundryMember", "presentation": "http://digitalbrandsgroup.co/role/NatureOfOperationsDetailsNarrative", "http://digitalbrandsgroup.co/role/ScheduleOfGoodwillAttributableToEachBusinessCombinationDetails", "lang": "en-us", "role": "label", "SundryMember", "documentation": "SundryMember", "auth_ref": "us-gaap_SupplementalCashFlowInformationAbstract", "xbrltype": "stringItemType", "nsuri": "http://fasb.org/us-gaap/2024", 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Excludes change due to standard antidilution provision", "auth_ref": "r312", "us-gaap_WarrantMember", "xbrltype": "domainItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "WarrantMember", "presentation": "http://digitalbrandsgroup.co/role/StockholdersDeficitDetailsNarrative", "lang": "en-us", "role": "label", "Warrant [Member]", "documentation": "Security that gives the holder the right to purchase shares of stock in accordance with the terms of the instrument, usually upon payment of a specified amount", "auth_ref": "r603", "r604", "r607", "r608", "r609", "r610", "DBGI_WarrantsEachExercisableToPurchaseOneShareOfCommonStockMember", "xbrltype": "domainItemType", "nsuri": "http://digitalbrandsgroup.co/20240930", "localname": "WarrantsEachExercisableToPurchaseOneShareOfCommonStockMember", "presentation": "http://digitalbrandsgroup.co/role/Cover", "lang": "en-us", "role": "label", "Warrants, each exercisable to purchase one share of common stock", "documentation": "Warrants, each exercisable to purchase one share of common stock", "auth_ref": "us-gaap_WeightedAverageNumberOfDilutedSharesOutstanding", "xbrltype": "sharesItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "WeightedAverageNumberOfDilutedSharesOutstanding", "presentation": "http://digitalbrandsgroup.co/role/StatementsOfOperations", "lang": "en-us", "role": "label", "Weighted average common shares outstanding - diluted", "documentation": "The average number of shares or units issued and outstanding that are used in calculating diluted EPS or earnings per unit (EPU), determined based on the timing of issuance of shares or units in the period", "auth_ref": "r194", "r200", "us-gaap_WeightedAverageNumberOfSharesOutstandingBasic", "xbrltype": "sharesItemType", "nsuri": "http://fasb.org/us-gaap/2024", "localname": "WeightedAverageNumberOfSharesOutstandingBasic", "presentation": "http://digitalbrandsgroup.co/role/StatementsOfOperations", "lang": "en-us", "role": "label", "Weighted average common shares outstanding - basic", "documentation": "Number of basic shares or units, after adjustment for contingently issuable shares or units and other shares or units not deemed outstanding, determined by relating the portion of time within a reporting period that common shares or units have been outstanding to the total time in that period", "auth_ref": "r193", "r200", "DBGI_WorkingCapitalDeficit", "xbrltype": "monetaryItemType", "nsuri": "http://digitalbrandsgroup.co/20240930", "localname": "WorkingCapitalDeficit", "order": "credit"

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