Sofija

Product #00000000045 — Full Listing Report
Category: Swag
Printify Listing: https://printify.com/app/product-details/6a4f04b7e9a18b3512024b14
Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000045.2 Sofija.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Sofija
URL Slug: sofija
Meta Description: Sofija Tee — the LeoScorpioLeo Leo-Scorpio-Leo sigil, mirrored glyph design. Unisex, S–5XL.
Image Alt Text: Sport Grey t-shirt with a mirrored blue Leo-Scorpio-Leo sigil centered on the chest and a matching small blue 'S' mark on the left sleeve
Thirteen Tags:
LeoScorpioLeo sigil shirt · zodiac glyph tee · leo scorpio leo mark · mirrored symbol graphic tee · minimalist zodiac shirt · brand emblem t-shirt · quiet identity tee · companion piece to Amber shirt · blue glyph unisex tee · look good feel good do good shirt · LeoScorpioLeo Swag · subtle statement t-shirt · own yourself zodiac tee

Field 1 — Short Description (Next to the Photo)

Some people need it spelled out. You just need the mark.
Sofija is that mark — the Leo-Scorpio-Leo sigil, mirrored into one locked shape, quiet enough that only the ones who already know, know.
For the person who's done explaining the mission out loud and just wears the sign of it instead.
No wordmark needed. You already know what it means.

Field 2 — Long Description (Description Tab)

Everyone's still explaining who they are in a caption. Sofija skips the caption entirely — the same identity Amber wears in full sentence form, distilled down to a single locked glyph. That's Own Yourself taken to its quietest, most confident form: you don't need the words anymore, just the sign.

The Mark Behind the Words

Two mirrored Leo-Scorpio-Leo curves lock into one symmetric sigil — the same identity Amber spells out in full, here reduced to its purest shape, in one confident blue, with a matching mark stitched quietly onto the sleeve.
It's the shirt people ask about twice — once for what it means, and again when they realize it's the other half of Amber's story.
Because some truths don't need to be spelled out to be understood.

The Perfect Gift for Someone Who's Already Arrived

There's a specific kind of quiet confidence in someone who no longer needs to prove the mission out loud — that's the moment Sofija is for. She's for the person who already owns Amber and wants the companion piece, and for anyone who'd rather let the symbol do the talking. Birthdays, milestone gifts, or the perfect pairing piece for an existing LeoScorpioLeo wardrobe.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
Statement Piece — The design speaks in symbol, not sentence: a locked sigil built to be recognized, not explained.
Gift-Ready — Right for birthdays, milestones, or completing someone's LeoScorpioLeo pairing.
Inclusive Sizing — Everybody can wear the mark — available S through 5XL.
LeoScorpioLeo Design — Original sigil artwork, the quiet companion piece to Amber in the LeoScorpioLeo Swag collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8″ rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.
Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

(from center back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some people need it spelled out. You just need the mark."
Steak (the fact): a logo/glyph t-shirt.
Sizzle (what we sell): recognition without needing to explain yourself.
Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Sofija is that mark — the Leo-Scorpio-Leo sigil, mirrored into one locked shape, quiet enough that only the ones who already know, know."
Steak (the fact): the mirrored Leo-Scorpio-Leo sigil on cotton.
Sizzle (what we sell): the mark as an insider signal — quiet confidence.
Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's done explaining the mission out loud and just wears the sign of it instead."
Steak (the fact): a unisex tee, S–5XL.
Sizzle (what we sell): belonging to people who've internalized the mission.
Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"No wordmark needed. You already know what it means."
Steak (the fact): "Add to cart."
Sizzle (what we sell): certainty — you already get it.
Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's still explaining who they are in a caption. Sofija skips the caption entirely — the same identity Amber wears in full sentence form, distilled down to a single locked glyph. That's Own Yourself taken to its quietest, most confident form: you don't need the words anymore, just the sign."
Steak (the fact): a symbol-only shirt.
Sizzle (what we sell): the ache to be understood without over-explaining — answered by a mark.
Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Two mirrored Leo-Scorpio-Leo curves lock into one symmetric sigil — the same identity Amber spells out in full, here reduced to its purest shape, in one confident blue, with a matching mark stitched quietly onto the sleeve. It's the shirt people ask about twice — once for what it means, and again when they realize it's the other half of Amber's story."
Steak (the fact): the sigil design; sleeve mark; single ink color.
Sizzle (what we sell): the origin story, distilled — owning the mark itself.
Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because some truths don't need to be spelled out to be understood."
Steak (the fact): (none, by design).
Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.
Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of quiet confidence in someone who no longer needs to prove the mission out loud — that's the moment Sofija is for. She's for the person who already owns Amber and wants the companion piece, and for anyone who'd rather let the symbol do the talking. Birthdays, milestone gifts, or the perfect pairing piece for an existing LeoScorpioLeo wardrobe."
Steak (the fact): a giftable, pairable shirt.
Sizzle (what we sell): recognizing someone who's already arrived — and building a wardrobe.
Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"
Steak (the fact): cotton, stitching, fit, sizing, and artwork.
Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.
Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8″ rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100%

cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."
Steak (the fact): the full construction spec, one paragraph.
Sizzle (what we sell): quiet proof the promises are real.
Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"
Steak (the fact): (none — ends on meaning).
Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.
Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb