

Chicago's First Black-Owned Luxury Unisex Mental Health Fashion Brand iSKREAM KULTUR Redefines What It Means Be Perfect

Where luxury meets mental health expression in a riot of fluorescent color.

iSKREAM KULTUR

MENTAL HEALTH CHAMPIONS



Chicago, Illinois Nov 3, 2025 ([IssueWire.com](https://www.issuewire.com)) - In an era where the fashion industry often celebrates perfection and exclusivity, **iSKREAM KULTUR** (“ice cream culture”) emerges as a refreshing, unapologetic voice for authenticity. As Chicago’s first Black-owned luxury unisex designer mental health clothing brand, iSKREAM KULTUR fuses high fashion with emotional storytelling challenging outdated ideals and redefining what it means to be truly luxurious.

Founded in 2019 by **Crystal Watts, a Black mother of three turned fashion designer**, iSKREAM KULTUR was born out of personal pain, resilience, and a fierce determination to make a difference. Watts’ journey is both heartbreaking and inspiring, shaped by **childhood trauma**, followed by her own battle with **mental health challenges** and diagnoses of **ADHD, PTSD, and Thyroid Disease**.

But rather than letting her struggles define her, Watts transformed them into her greatest strength. What began as a personal healing journey evolved into a vibrant, high-fashion movement one that uses color, creativity, and community to spark conversations about mental health.

“Fashion saved my life,” says Watts. “It became my therapy, my voice, and my protest. iSKREAM KULTUR is about showing the world that imperfection is not a flaw, it's our luxury.”

The Birth of a Cultural Movement

At its core, iSKREAM KULTUR is a rebellion, a bold declaration that **perfection is overrated and authenticity** is art. The brand caters to what Watts calls the “**lavish misfits**” individuals who defy norms, challenge expectations, and choose self-expression over conformity.

Each collection blends **art, luxury, and mental health awareness** in a way that feels both rebellious and refined. From fluorescent tones to statement textures, every piece is designed not just to be worn, but to be felt. It's fashion that speaks of a living exhibit of human emotion stitched into every seam.

“Welcome to iSKREAM KULTUR, where luxury meets mental health expression in a riot of fluorescent colors,” the brand declares. “We’re a celebration of individuality and resilience, a fusion of art and fashion that breaks barriers and sparks conversations.”

Every design tells a story of **strength, healing, and self-discovery**. **iSKREAM KULTUR’s** creative aesthetic transforms pain into purpose, reminding wearers around the world that vulnerability is power and that self-expression is a form of therapy.

A Mission Woven with Purpose

Beyond bold design, iSKREAM KULTUR carries a powerful mission:

“We strive to provide excellent quality, unique, one-of-a-kind impactful exhibit fashion wear to our customers all around the world,” says Watts.

Each purchase contributes to a larger cause. The brand partners with **mental health and wellness organizations** across the **Chicagoland** area, helping to provide support in under-resourced communities. It's more than fashion, it's a movement to make mental health awareness accessible, visible, and stylish.

Watts’ story serves as a living embodiment of the brand’s mantra: **“imperfection is LUXURY.”** It’s a message that resonates deeply in today’s world, where social media perfectionism often fuels anxiety,

comparison, and disconnection. iSKREAM KULTUR offers a counter-narrative one that celebrates being real, flawed, and free.

Built for Belonging

Inclusivity sits at the heart of the brand. iSKREAM KULTUR is proudly genderless, fair-trade produced, and community-driven. The brand celebrates diversity and belonging, creating wearable art for people from every walk of life no matter their story, identity, or background.

From its Black-owned, female-founded roots to its **GOT-certified** ethical production standards, every aspect of iSKREAM KULTUR reflects a commitment to integrity and humanity. This is fashion with a conscience luxury that doesn't exclude but embraces.

We're not made to fit in; we're made to stand out, says Watts. "iSKREAM KULTUR was created for those who were told they were too loud, too different, or too much. We are the culture of the unfiltered, the fearless, and the free."

The Future of iSKREAM KULTUR

As the brand continues to expand its reach, **iSKREAM KULTUR** remains steadfast in its purpose using fashion as a medium to drive awareness, healing, and empowerment worldwide. With upcoming collections and community initiatives on the horizon, Watts aims to continue building a global movement that champions self-love and resilience through luxury design.

From Chicago's creative streets to international runways, **iSKREAM KULTUR** is turning trauma into triumph proving that fashion can be more than fabric; it can be a voice, a therapy, and a revolution.

About iSKREAM KULTUR

iSKREAM KULTUR is a Black-owned luxury unisex mental health fashion brand based in Chicago, Illinois. Founded in 2019 by designer **Crystal Watts**, the brand merges high fashion with mental health awareness, creating powerful, art-driven collections that celebrate individuality, imperfection, and emotional truth. With a commitment to inclusivity, fair trade production, and social impact, iSKREAM KULTUR continues to redefine modern luxury one bold design at a time.

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