

## Pretty Morbid Launches Emotion-Driven Streetwear for the Overstimulated and Misunderstood



**Leesburg, Florida Apr 9, 2026 ([IssueWire.com](https://www.issuewire.com))** - Pretty Morbid, a rising independent streetwear brand, officially announces its launch, introducing a bold new approach to fashion that blends raw emotional expression with dark, unapologetic design. Built for those who feel deeply in a world that often demands numbness, Pretty Morbid aims to create more than clothing—it creates connection.

Founded by Tara Bertrand, Pretty Morbid was created to give a voice to individuals who identify as overstimulated, misunderstood, and emotionally complex. The brand's aesthetic combines gothic influences, minimalist edge, and statement-driven messaging to reflect the realities of mental health, identity, and self-expression.

"Pretty Morbid isn't just about how you look—it's about how you feel," says Bertrand. "It's for the people who were told they're too much, too sensitive, or too different. This brand is a reminder that those things aren't weaknesses—they're identity."

The debut collection features a range of print-on-demand apparel and accessories, including graphic t-shirts and sticker packs, designed to resonate with a generation seeking authenticity and emotional honesty. Each piece reflects the brand's core message: Feel everything. Hide nothing.

As the brand grows, Pretty Morbid plans to expand its collections and build a community centered around mental health awareness, creative expression, and individuality. By merging fashion with feeling, the brand positions itself as both a visual identity and a personal statement.

Pretty Morbid products are available online, with new releases and collaborations planned in the coming months.

For more information, visit [[prettymorbid.com](http://prettymorbid.com)] or follow Pretty Morbid on social media.



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