



The word Stereotype comes from the greek words "Stereos" (meaning firm and solid) and "typose" (meaning impression). Stereotype is a brand, a philosophy, a style, and a product that celebrates personality and character through fashion. It is said that the position of the sun, moon, and stars on the day of your birth can affect character, personality, and to some extent, destiny. In the 15th century, it was believed that the powers of each birthstone was heightened while worn, especially for the month each stone represents. Control Your Destiny - Wear Stereotype.



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*TENCEL is the most environmentally friendly man-made cellulosic fiber available today.

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