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Everything BRAM Launches Music-Driven Merch Brand to Amplify Caribbean Sound and Culture

New online platform Everything BRAM, rooted in Caribbean BRAM music and culture, debuts with ‘Girls Love BRAM’ apparel as its first offering, aiming to connect fashion with sound and island identity.

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A newly launched platform called “Everything BRAM” has been unveiled as a central hub celebrating the culture, sound and community surrounding BRAM music, with an initial focus on fashion and merchandise designed to expand interest back toward the music itself.

Creators behind the initiative said the platform is intended to combine sound, style and pride. The [website’s early offering](#) includes a merchandise line under the name Girls Love Bram, described as more than clothing — a movement defined by its cultural roots and expressive energy.

According to founders, Girls Love BRAM is grounded in the Caribbean’s musical traditions and draws influence from the U.S. Virgin Islands, British Virgin Islands, Anguilla and Sint Maarten. BRAM itself is defined by its core musical components — Bass, Riddim and Melody — and creators describe it as the force that “moves the crowd, shakes the speakers, and speaks to the soul.”

The founders said BRAM embodies what they call the heartbeat of the islands: the deep bass that demands attention, the riddim that keeps listeners moving, and the melody that lingers long after the music stops. They explained that BRAM is a sound that unites people and a culture that celebrates freedom, confidence and self-expression.

Girls Love BRAM, they said, captures the deep affection people have for the music and for the artists who create it, particularly highlighting the role of women who champion the sound, embrace the vibe, and help shape its presence. “Our merchandise is designed to reflect that energy: bold, expressive, and unapologetically island-inspired,” the founders said.

According to its creators, the brand targets those who “feel the bass before they hear it, who move with the riddim, and who carry the melody in their spirit.” They said the clothing is meant to serve as a statement of love for the music, the culture and the women who support and sustain it, whether worn on the road, at fetes, or anywhere island culture is celebrated.

The founders said their longer-term vision is to use the platform’s influence in fashion to draw increased attention back to BRAM music itself, cultivate pride in the sound, and build a broader community around the culture. They said the combination of music and merchandise offers a way to elevate and share the BRAM genre beyond its regional origins.

As part of the Everything BRAM initiative, Girls Love Bram merchandise is positioned as an entry point for fans and followers to connect with a cultural movement the founders believe is rooted in Caribbean identity, musical innovation and communal expression.