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Today I Can Do Anything Inspiration on a Tee

In 2011, Ranya Batal was working as a waitress and a struggling makeup artist. She felt defeated, started listening to motivational speakers and was inspired to print a few T-shirts with the words “Today I Can Do Anything” on the front.

Although Batal made the T-shirts for herself and a few friends, within weeks of making them, she started receiving phone calls and emails inquiring about purchasing the tee. With support from her father, Batal went to the downtown Los Angeles fashion district to source plain white tees. By early 2102, she was selling the style out of a kiosk at Hollywood and Highland and soon expanded the line to sweatshirts, wristbands and mugs.

Two years later, Batal has a fashion and athletic apparel and accessories company named after the first T-shirt. Los Angeles-based Today I Can Do Anything (TICDA) specializes in spreading a positive message and building a movement to encourage

people to feel good about themselves.

She moved her kiosk to the Westfield Century City mall in Los Angeles’ Century City neighborhood, where she sells products in several languages, including Hebrew and Arabic, which are the most popular.

All tees are made from 100 percent cotton and come in a variety of bright colors.

Batal would like to continue to expand into other items, including yoga gear, and she is currently finalizing a licensing deal with Trident Case for cellphone covers.

The entrepreneur said her shirts’ message has been adopted by local schools to support their anti-bullying campaigns as well as by individuals overcoming personal challenges.

“Customer testimonials make all the difference,” Batal said. “Kids in school will let me know about getting better grades when they wear the shirt. From people wearing it to AA meetings to outdoor activities, such



as confronting their fear of heights, this brand is helping people in their [day-to-day] lives.”

Wholesale price points for tees average \$5. For more information, visit www.today-icandoanything.com.—Sarah Wolfson



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Industry Vets Take Unbeaten Path

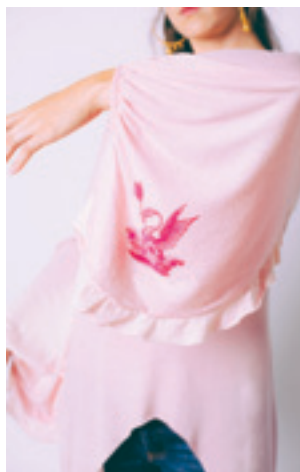
Years ago, Tova Celine helped pioneer sublimation burnout treatments for T-shirts with her now-defunct Butterfly Dropout line. She wanted to try out something new with her line Collective Freakuency, which she recently debuted with her business partner, Joshua Lloyd Fischer.

A sense of experimentation rides high with Collective Freakuency's graphics. They will be placed in off-beat areas—around the cuff area of a shirt, the side of the shirt's body or the back of a sleeve.

However, the tops' silhouettes will be touched by a familiar style. "I was looking in the market and thinking, 'What would I want to wear?'" she said of her new line's inspiration. "I was missing the romantic, ruffley look, with a little bit of hippie."

The silhouettes are inspired by female rockers of the 1970s. A top with long fringes is named "Joplin Kimono" after the hard-living singer Janis Joplin. A shirt with huge sleeves and ruffles is called "Sleeve Nicks," a pun on the name of the Fleetwood Mac singer.

Most of the tops are made in jersey. The line uses organic cotton



when the fabric is available; otherwise, they use "jobber fabric" or recycled jersey. One shirt making use of a variety of different fabrics is the line's "Chop Shop" shirt. "Everything is a little different because of the handwork," Celine said of the label. "It is not cookie cutter."



The line also was made unique for the "freak code," or a few numbers sewn on the tag inside of each shirt. With the freak code, the wearer can visit the line's website, place the code in the site's search engine and get all of the shirt's details. They'll find out the inspiration for the design, where the garment was made and how it was made. Garments are manufactured in Los Angeles, and Celine believes that consumers will

appreciate how the line's garments were made by what she describes as well-compensated workers and with some sustainable materials.

"You can make sustainable things and make good business," Celine said. "That is what we are doing, and we are sticking to it."

Wholesale price points range from \$40 to \$57. For more information, contact beate@studiotwoclothing.com.—Andrew Asch

Cuipo

After Paul Frank, the Rain Forest

John Oswald traveled from cartoons to the rain forest.

In 2010, the former Paul Frank Industries chief executive officer sold the popular, cartoon character-inspired brand to media investment company Saban Capital Group for an undisclosed amount.

Next, Oswald founded two other clothing lines: Leisure Society and Royal Vintage Inc. His most recent line is Cuipo LLC, and a bunch of Paul Frank alums have joined him in this for-profit venture to save the rain forest.

Proceeds from sales of Cuipo apparel will go to buy rain-forest land in Latin America. Indigenous people will be employed to be stewards of the land, and they will also make some product for Cuipo. The company and its sister nonprofit organization OneMeterAtaTime.org are already working on some rain-forest land in Panama and



Brazil, said Matt Genova, Cuipo's sales director.

Former Paul Frank Art Director Alex Funderburk serves as Cuipo's art director. For the label's Spring 2014 line, he designed graphics that mix irreverence, activism and the grandeur of nature. One is a graphic of an anteater on the California state flag. Another is a clenched fist surrounded by leaves of a Cuipo tree and the slogan "Fight Deforestation." There's a shirt with a graphic of a monkey bearing the slogan "I Heart Trees."

The Spring '14 shirts are made from Pima cotton and regenerated cotton or scraps of fabric. The brand offers 28 different styles of colorways and graphics. It also sells socks and hats and will launch a kids' line in August. The company exhibited its Spring '14 line at the Agenda trade show in Long Beach July 25–26 and will also exhibit at Agenda in Las Vegas Aug. 19–20.

The shirts are \$14 wholesale. For more information, contact sales@cuipo.org.—A.A.

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California Market Center

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Grover

Break From Tradition

When Matthew Jung started basics line Grover in 2010, he imagined it as a standard of consistency in a fickle fashion world.

Grover always would offer the same bodies, in the same colors and at the same thread count—somewhere in between thick mass-market T-shirts and the sheer tees of the boutique world. Being the solid, dependable T-shirt label worked out well for Grover. It was placed at influential retailer American Rag Cie. But the dependable guy is ready to try on a new suit.

For its Spring 2014 season, Grover will debut capsule collections Grover Goes to the Gym and Grover Goes on Vacation. Producing capsule collections will allow Grover to try something new without offending the consumers who admire the label's consistency.

Made for the sports crowd, the gym capsule is based on Grover bodies but with a few twists. Instead of a traditional



Matthew Jung, left, and Grover designer Kyle Asai, both wearing Grover

plain shirt, the capsule's tank tops bear the words "Grover USA." Gym shorts have a letter "G" on the left leg. The capsule also includes a sweatshirt and a baseball cap made in collaboration with retro sportswear company Ebbets Field Flannels. There's a beanie that bears the tag "Grover, Property of" followed by a blank line where a name can be filled in.

The Vacation capsule, meant for the sportswear and casual crowd, has more leeway with graphics than other Grover lines. One T-shirt depicts a graphic of a school of dolphins, and there are also graphics of a stylized women's face and a beer glass surrounded by hibiscus flowers. Just to drive the vacation theme, the capsule collection also offers a skinny version of an aloha shirt.

Grover and its capsule lines are entirely made in the U.S., Jung said.

"How nice is it that you can talk to the guy who cuts tags on the shirts and visit the farm where the cotton is grown," Jung said of producing a U.S.-made line. The clothes are sewn, dyed and screen-printed in Los Angeles; yarns are milled in the U.S.; and the cotton is grown in America.

Wholesale prices points range from \$18 for tank tops to \$38 for sweatshirts. For more information, contact Matt Flynn at flynn@flagship-agency.com.—Andrew Asch

Volcom

Where Dadaism Meets Action Sportswear

The Volcom Featured Artist Series legacy is introducing another capsule collection for Spring '14. The skate/surf/lifestyle company welcomes the influence of artist Marcel Duchamp. The tees pay homage to the visual luminary, whose work has been associated with the Dada movement. "Duchamp's influence is profound, both visually and conceptually, and his place in art history makes him very attractive [to us]," said Ethan Anderson, Volcom's executive vice president.

The collection came about through an opportunity presented by a member of the Kering Group, a parent company to Volcom. Executors of the Duchamp estate helped with the design process, assisting in the curation of the graphics and consulting on colors and blanks as well.

The men's tees come in 100 percent cotton and wholesale for \$14.25. For more information, visit www.volcom.com or call (949) 646-2175.

—Sarah Wolfson



TSF

Building a One-Stop Shop in LA

He's known as Charlie from Brooklyn. And despite his 30-plus years in Southern California, Charles de Torre's accent gives him away as a native New Yorker.

Some also refer to him as a mad scientist who can dream up new ways to print, embroider and embellish apparel.

But De Torre's actual title is vice president of sales and product development for Los Angeles-based TSF Global. Founded nearly 20 years ago with one silkscreen machine, the company has grown to add sublimation printing, embroidery, heat transfer, rhinestone and nailhead embellishment, flocking, and glitter.

"If you are in T-shirt business, you can't just do one element," De Torre said.

Among TSF's new developments are a patent-pending photo-realistic embroidery process and a sublimation process for printing denim. "I developed an ink that stays in denim—it doesn't wash out," De Torre said.

TSF also offers cut-and-sew knits for full-package production and contract work.

Based in a sprawling compound south of downtown Los Angeles, TSF primarily works with larger brands and retailers and can handle the large production runs. There are about 70 employees who produce apparel for well-known brands such as Guess, Abercrombie &



Charles de Torre at TSF Global's sprawling compound a few blocks south of downtown Los Angeles.



TSF has developed a patent-pending photo-real embroidery process.



One of TSF's offerings: a cotton burnout treatment

Fitch and Urban Outfitters. The company maintains a small cut-and-sew operation in-house for "samples and dupes and emergencies," De Torre said. And TSF has five Mimaki ink-jet printers for samples and small runs, he said.

"In 20 minutes, we could be sitting here in a meeting and I could bring you a sample," De Torre said.

Turn times for production depend on the size of the order and the process,

but De Torre said the company aims to deliver most orders in one or two weeks.

TSF's advantage is its expertise, its scale and its flexibility.

"We can fold, tag and bag [an order] or just QC it," De Torre said. "If you buy blanks, we'll print them. If you want us to make the blanks, we will. For sublimation, give me your artwork and we'll get it done. We're totally self-contained—like a one-stop shop."

Despite its advantages, the company still finds itself competing for business against



Another TSF process combines burnout and sublimation printing.

overseas factories.

"People want made in USA, but they want it as cheap as China," De Torre said. "Believe it or not, you can come pretty close."

Plus, TSF's customers get the benefit of the company's mad scientist.

"People know me as Charlie from Brooklyn, the mad scientist," De Torre said. "I've been 32 years in this business in downtown. I've been around the block."

For more information, call (310) 428-2923.

—Alison A. Nieder

Clothing for an Alta-Surfing Lifestyle

OurCaste clothing, based out of the sunny side of Newport Beach, Calif., offers a full range of menswear pieces. The surf-inspired brand started as a line that complements the beach, surfing and skateboarding lifestyles and taking a healthy approach to life, as well as encompassing the idea of the great outdoors and riding freely on motorcycles. Michael Quinones and Matt Davis started with similar interests in mind, wanting to create a standout company that could cross over from surf, action sports and contemporary while bridging a gap in men's fashion.

Davis said the two wanted to bring a



a variety of styles, some of which entail kitschy quips and others with fun, dark-

positive, fresh approach to the apparel industry. The brand launched in January 2013 at the Capsule Show in New York. Since

then, they have shown at several trade shows, including Agenda in Long Beach, Calif.

The brand's interpretation of "alt surfing" is reflected in the illustration choices shown in the tees. The collection consists of

humored messages, all pulling in a clean and simplified look. There is nothing fussy or muddled about the images. A broken peace sign, or missing link on the symbol, is positioned on most of the tees. Quinones comes in with elevated graphic designs and cool typography, offered in varied watercolor washing techniques.

There is a comfortable, easy silhouette to the tees that are offered in French terry, premium tri-blend and 40 single jersey fabrications. The pocket tee is a revolving style that wholesales for \$14 and is manufactured domestically. While all screen printing is done locally, the basic tees are manufactured in Mexico.

OurCaste is currently sold at American Rag, Aloha Sundays, Zebra Club, Seed Peoples Market, Need Supply, Nordstrom, Urban Outfitters and more. The line is showing this summer at Capsule in Las Vegas.

For more information, visit www.ourcaste.com.—Sarah Wolfson

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RipeBrand

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When he was in college, Nick Chang volunteered at a San Francisco nonprofit that helped the economically underprivileged community in the area.

When Chang founded his Los Angeles-based T-shirt line, RipeBrand, he wanted to maintain the same philanthropic drive. "I knew I wanted to bring awareness and work with smaller nonprofits that help communities grow," Chang said.

The name RipeBrand, refers to Chang's idea of growth and development. He wants to inspire people to be evangelists to show their support in building a united community.



its Free Arts for Abused Children; The Busted Foundation, which provides financial support for women fighting breast cancer; and Philanthro Productions, an organization that helps young entrepreneurs get involved

RipeBrand features 100 percent cotton jersey tees with names of fruits—pomegranate, grape and zucchini—printed on the front. The shirts are vegetable dyed and printed with water-based inks. RipeBrand tees retail for \$39.99 and can be purchased online at www.ripebrand.org.

RipeBrand will donate over 20 percent of revenue to Los Angeles-area nonprofit

with social-work activities. Customers can select which organization to support with each purchase.

Next up for Chang is to launch a dynamic social application to add other nonprofits to become part of the RipeBrand movement. He also plans to expand the company's offerings into a complete lifestyle brand.

—Sarah Wolfson

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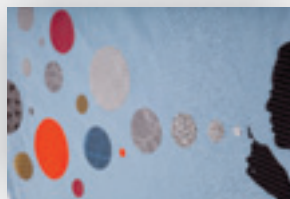
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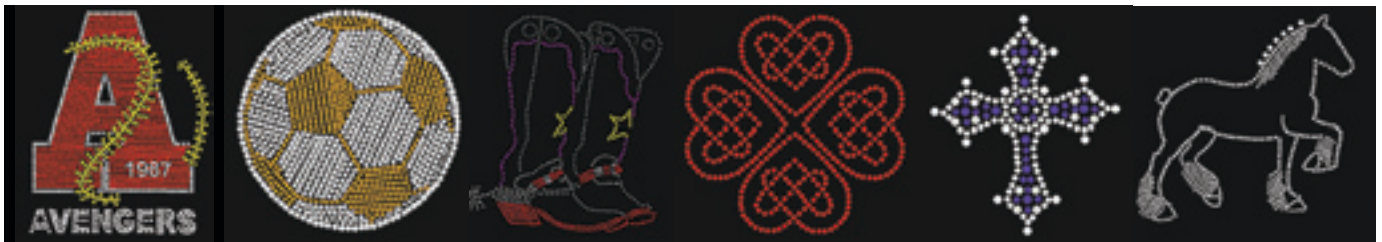


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