

THE BANBURY GROUP PRESENTS

For Immediate Release
May 21, 2008
Contact: Brian Kirby
T: 216-224-1101
F: 216-373-0044
www.ShelfLifeClothing.com

SHELF LIFE CLOTHING Co.



FOR IMMEDIATE RELEASE • FOR IMMEDIATE RELEASE • FOR IMMEDIATE RELEASE

WANT TO GET A LITTLE ACTION?

Cleveland, OH, United States –

It's **ACTION** all the way as Shelf Life Clothing Co. announces the launch of their line of designer tees. Inspired by classic westerns, film noir, and high-octane European, Hong Kong and Japanese cinema, these eye-popping designs capture the stylishness of vintage action movies and the cool retro flavor of colorful movie posters of the 60s, 70s and 80s.

Shelf Life Clothing's unique t-shirts reference past styles that are still culturally relevant and viable today and feature clean, classic designs that create a "must-have" compulsion for trendsetters, statement-makers and well-dressed cineasts. Shirts are high-end, 100% ring-spun super-soft cotton or 100% organic cotton, and are sourced from sweat-shop-free companies like American Apparel and Anvil Knitwear. Every shirt is beautifully silkscreened, some using gold leaf or metallic and fluorescent inks to heighten the designs.

Designer Brian Kirby delved into his love of Asian and European cinema to create designs that are a wishlist of movies that only exist in the imagination of movie fans – like his poster for a samurai remake of the classic Italian western *The Good, the Bad and the Ugly*. Empowered women and underestimated heroes make a bold statement on every design.

ShelfLifeClothing.com, the online presence, provides an innovative and functional interface and a quick and easy payment process, and ships internationally. Visitors can browse a unique collection of shirts and poster art, as well as Shelf Life-produced videos that include a tribute to the greatest stunts of Hong Kong Cinema and an old home video of Jackie Chan giving a tour of his Hong Kong offices!

Shelf Life's shirts, designs and web comics have been discussed on countless blogs and featured by a diverse range of media, including ESPN, Cleveland's *Plain Dealer*, *The Salt Lake Tribune*, *DIME* magazine, CNN/sportsillustrated.com and *Film Score Monthly*.



Press and Sample requests can be forwarded to info@shelflifeclothing.com

SHELF LIFE CLOTHING CO. • P.O. BOX 81381, Cleveland, OH 44181 • T: 216-224-1101 • F: 216-373-0044

