

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

LET YOUR T-SHIRT START THE CONVERSATION.

Cleveland, OH, United States –

Shelf Life Clothing Co. announces the launch of their new and improved online store. Catering to well-informed pop culture fashion plates and movie geeks, Shelf Life is a bold, smart independent design studio packed with attention-getting, humorous and thought-provoking items.

ShelfLifeClothing.com 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.

Shelf Life Clothing's own line of t-shirts references past styles that are still culturally relevant and viable today and features clean, classic designs with a timeless retro look and feel that create a "must-have" compulsion for trendsetters, statement-makers and well-dressed cineasts. Shirts are high-end, 100% ring-spun super-soft cotton, and are sourced from sweat-shop free companies like American Apparel and Anvil Knitwear.

With inspirations drawn from a wide array of pop culture imagery – particularly from classic Japanese, Hong Kong and Bollywood cinema, 60s spy movies, vintage rock album art, WWII aviation art, spaghetti westerns; eurotrash cinema, and pro sports – Shelf Life makes a point of paying eye-popping tribute to unsung B-movie classics while also satirizing commonplace ideas and delusional behaviors.

Shelf Life's shirts, designs and web comics have been discussed in countless blogs and featured by a diverse range of media, including ESPN, Cleveland's *The 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

