

# T-SHIRT TRIVIA

The wonder of a T-shirt is that it's all about what you bring to it. The plain white cotton is a blank canvas for your individual stamp.

- Of people 18-24 years old 79% own more than 10 T-shirts, with 19% of them owning more than 30 T-shirts. What's in your closet?
- During war times, the T-shirt was a multi-purpose clothing item, and used as a towel, a smoke mask, a hat, a tourniquet—even a white flag.
- In 1941, Sears, Roebuck & Co. encouraged acceptance of the T-shirt among civilians with the ad slogan: "You needn't be a soldier to have your own personal T-shirt."
- In 1942, a package of three white 100 percent cotton T-shirts cost \$1.10.
- In the 1950s and early 60s, James Dean, Marlon Brando and Elvis Presley delivered a triple dose of T-shirt appeal onscreen and onstage—and turned the simple garment into an icon of rebellion.
- The first "couture" T-shirts were designed in the 1950s. Dior led the pack with a striped velvet tee in his 1962 collection; close behind other designers interpreted the T-shirt in crepe, pearls and gold lame. The t-shirt culture was born.
- The T-shirt became a canvas for free expression in the 1960s, when silkscreen inks were developed. This technology paved the way for a new phase of T-shirt slogans, such as the formerly popular: "I'm with stupid" "I RAN the San Francisco Marathon concession stand" and images of the rolling stones tongue and the superman icon.
- In 1963, Elle Magazine called the T-shirt gracing its cover the "summer sweater".
- More than 2 billion T-shirts are sold worldwide each year!
- In the 1980s DuPont chemists developed lycra which allowed the T-shirt to cling to the body without restricting movement.
- Cotton jersey (the fabric of most T-shirts) is actually made from a very fine yarn.
- The famous punk rock "Anarchy" T-shirt worn by Sex Pistol bassist Sid Vicious fetched an amazing \$6,000 at Sotheby's in 2001.
- A t-shirt (or two) can become a purse, arm warmers (known as "gauntlets"), a halter top, a tank top, a short skirt, a long a bathing suit and even a wedding dress!