

FASHION

# Market Moments

A snapshot of the industry's latest launches, collaborations and up-and-coming designers.

The company now offers more than 100 items.



## Fresh Clean Tees Rebrands

• The name **Fresh Clean Tees** just isn't accurate anymore. As the San Diego-based direct-to-consumer men's brand expanded beyond crewneck T-shirts to include henleys, polos, tank tops, socks and hoodies, it was time to reinvent.

Meet **Matthew Parvis**. Fresh Clean Tees began as a hobby project in 2015 in the guest bedroom of the married couple Matthew and Melissa Parvis. The marketing executive and his wife, who has a degree in fashion and worked for Hurley, were searching for a business they could operate together and landed on affordable, comfortable T-shirts.

Matthew Parvis said he basically wears a black crewneck T-shirt every day but the choices he found in the mass market were never consistent in fit, and didn't last. So they set out to create an alternative.

Fresh Clean Tees launched at the height of the subscription-box craze, but quickly found that their customers preferred to buy the colors and quantity they wanted on their own timetable. So while a subscription option is still offered, Fresh Clean Threads operates more like any other direct-to-consumer brand.

And it's working. In 2021, the company posted sales of \$45 million and it also attracted a \$1 million investment from the

venture capital firm Guild Capital.

In addition to the name change, Fresh Clean Threads has changed its logo and rebranded its website. "We've worked hard to expand our product line and want our branding to reflect that," said Matthew Parvis.

Looking ahead, the couple said the plan is to continue to expand its product offering and hopes to move into women's and children's apparel.

Sustainability is also a key focus for the future. The company is committed to reducing its carbon impact and has transitioned to 100 percent recyclable packaging and eliminated single-use plastic. Every factory in the supply chain is certified by Worldwide Responsible Accredited Production, guaranteeing the work environment is socially and ethically responsible, and the company has a goal to replace the synthetics it uses now with organic and sustainable fabrics by 2025.

It took the first step earlier this year when it introduced the Eco Fresh Tee. Those shirts retail for \$22, slightly higher than the \$19 price of the brand's core crewneck shirt, but Matthew Parvis said as a San Diego-based brand, located near the ocean, sustainability is a core tenet of the business and worth the investment.

—JEAN E. PALMERI

## Luminox Releases New Chronograph

• While many watchmakers create military-inspired timepieces, Luminox is one of the few watch companies that has a genuine military affiliation with the modern era. Since the brand's inception in 1989, Luminox has collaborated directly with the U.S. Navy SEALs to design timepieces that meet the rigorous requirements of active military personnel.

To celebrate the 60th anniversary of the formation of this elite operation force, Luminox has released the latest edition of the "Slow Is Smooth, Smooth Is Fast" Chronograph, which takes the famous mantra of the Navy SEALs teams and presents it in an all-black format 45mm watch, made from a trademarked tough and light carbon compound housing a Ronda quartz movement with a battery life of almost four years. It is finished with a black textured

rubber strap featuring a double tang buckle for added durability.

Another key detail lies along the periphery of the dial — small red markings to indicate the five-minute markers, and the "Slow Is Smooth, Smooth Is Fast" wording, also in red lettering runs along the same arc of the minutes track.

The new edition features the brand's signature Luminox Light Technology, which consists of titanium gas-filled tubes set into the hands and hour markers of the dial, that will glow continuously for up to 28 years, regardless of any light exposure.

Weighing just 84 grams and water resistant to 200 meters, the timepiece will retail for \$595 and is available now at Luminox's e-commerce site.

—LUIS CAMPUZANO

Luminox's "Slow Is Smooth, Smooth Is Fast" Chronograph.



Paint-splattered pieces are a key part of the collection.

## Abc. Taps 3 Collaborators for Capsule

• Heather Haber and Remington Cuest, cut their teeth with the original Band of Outsiders but didn't make a splash until they founded Abc., short for Advisory Board Creative, in 2015. Based in Los Angeles, the duo has become known for their distinct crystal-infused dye technique and hand-crafted experimental streetwear, and over the years, they've collaborated with a number of art institutions, artists and companies, including The Whitney Museum, Olafur Eliasson, Kenny Scharf, the Andy Warhol Foundation and Marvel.

Their latest collaboration — Artist Recluse — includes three partners: artist Elliott Hundley, Matt's Masters of the Universe/He-Man and Guccis Jeans, and explores a time when serious creatives were more apt to keep a low profile than to shout out their presence on social media.

Hundley reimaged Abc.'s signature T-shirts by collaging them with photographs and found objects and its sweatshirts by embroiling them with an all-over print. Both also sport a chain-stitched information box and Abc.'s holographic patch.

The Mattel portion of the collection is centered around the new Masters of the Universe Netflix series

and imagines an artist recluse living in California but working at Mattel in Japan. The saying, "We have power," is printed on trucker hats, and there are T-shirts featuring Evil-Lyn and the Sorceress, a battling He-Man and a Skeletor camp shirt. Tees feature a transparent glitter print, a puff print, a Mattel label and a back embroidery. Hats are embroidered and include a Mattel tag, and the camp shirts feature screen-printed characters and layered glitter effects, a puff print logo, a Mattel label and a back Japanese logo text.

For the Guccis part of the collection, Abc. offers a reinterpretation of an artist splatter studio wardrobe. Each piece is individually hand-frayed and hand-printed in L.A. and includes classic striped T-shirts, jeans in light indigo and washed black finishes, and a denim jacket featuring crocheted text, a custom back patch, a chest embroidery and a gold metal zipper. The message on the jacket, "Singly, Singly!" is inspired by Henry David Thoreau's mantra from 1854 that also served as an act of protest against the modern world and as a future model for solitary artists.

The collection retails from \$50 to \$425 and is available exclusively on the Advisory Board Creative's e-commerce site. —JEAN E. PALMERI

# WWD

Fashion. Beauty. Business.

## Social Star

Zoey Deutch plays a fame-seeking influencer in "Not Okay," a movie that looks at the dark side of social media. "She is the smoke, not the fire," Deutch says of the character. For more, see pages 17 to 21.

PHOTOGRAPH BY JENNA GREENE



### On the Market

REVVE is said to be exploring deal options.

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Shifts in currency are having a big impact on public-company numbers.

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