



BRAND BIBLE



» LOGOSHIRT

HISTORY. There is a vintage and genuine idea that started the magic of LOGOSHIRT more than a decade ago: We took the most charming brands that you could have for nightlife and breakfast fused them with the best t-Shirts. The fruits were the "re-invention" of classic T-shirt design and a consequently enhancing collection that now reads like an album of greatest hits of all time.

PHILOSOPHY. Today more than 50 license themes perform an LOGOSHIRT garments and accessories for men and women. LOGOSHIRT offers a broad range of Slim Fit-, Loose Fit- and Girls T-Shirts with silkscreen and flock-printing. Alongside the T-Shirt collection a line of Sports-, Flight- and Messenger Bags in various fabrics is provided.

HIGHLIGHTS. This season's LOGOSHIRT heroes are The Beatles, Heidi, Moya the Bee, and Vicky the Viking. We are also able to persuade some ex-stewardesses from Pan Am to let us examine their bag collection from the 50s, 60s and 70s. The result is our high-grade, true to the original, retro Pan Am collection. Also a huge selection of further novelties is provided.

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