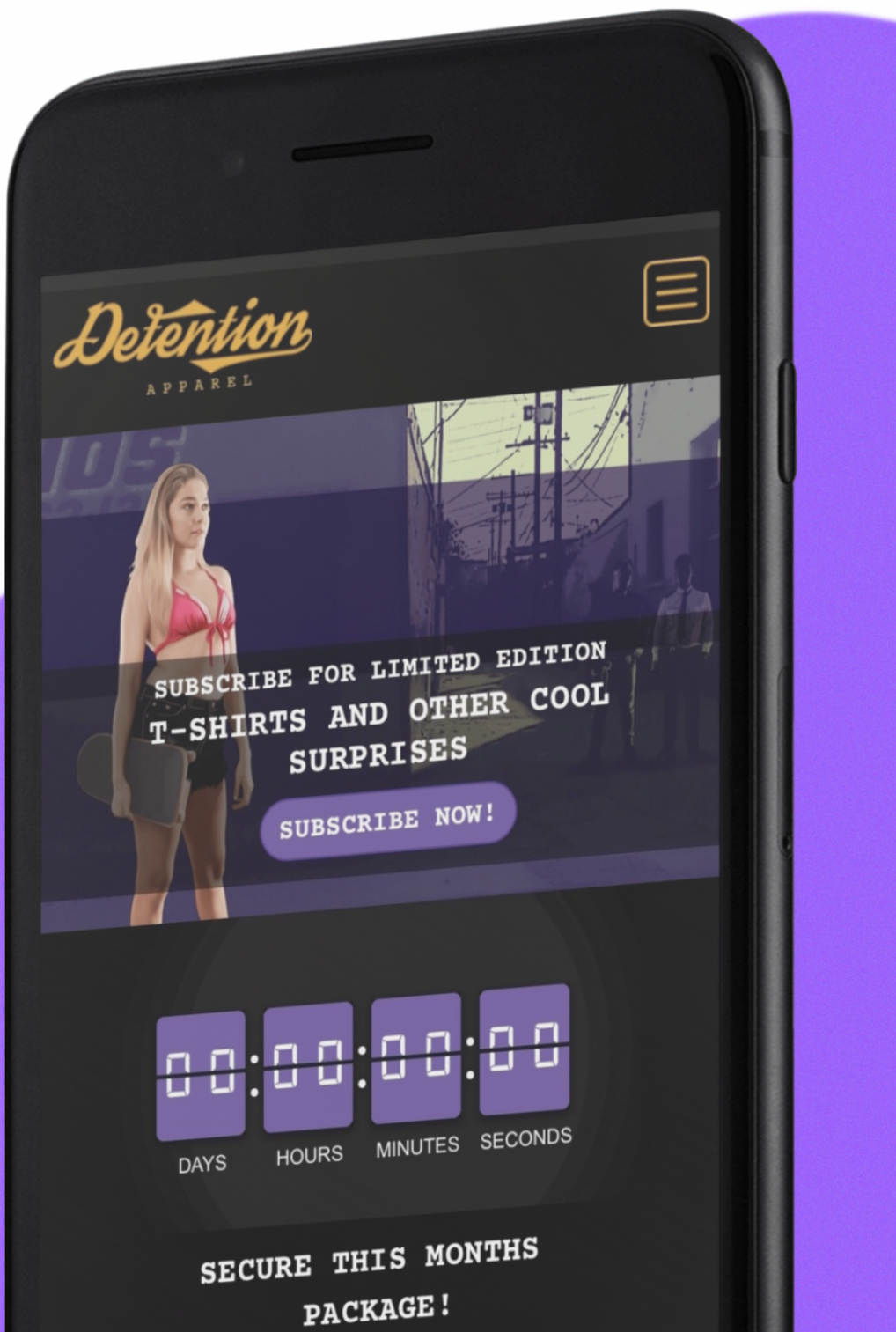


An Urban Clothing and Merchandise Brand with an Exciting Difference

Detention Apparel is the world's first clothing brand that follows the lives of a fictional set of characters set within an urban landscape.

HOLD MY BEER!

www.detentionapparel.com



Los Angeles, Oct 5, 2018 (IssueWire.com) - 6 October 2018: Nevada USA. According to Forbes, the average American family spend \$1,700 a year on clothes, of which there are millions of brands for them to choose from, making the apparel industry incredibly competitive, and in need of alternative ways to attract loyal customers.

When co-founders, Frank and Kayla first put their heads together on how to achieve this goal, they soon came to the conclusion that the people within their target market; namely the **urban lifestyle culture**, were forever looking for something different and something they could be a part of, after all, both Kayla and Frank follow that culture which is why Detention Apparel was such an obvious conclusion.

It wasn't long before their whiteboard scribbles created an environment in which people could immerse themselves, by voyeuristically watching videos of their fictitious city, Rhino Vista, and follow the lives and stories of characters that playfully teeter on the fringes of the social norm.

Detention Apparel and the city of Rhino Vista and its delinquent residents were born, and the lives of the characters began to take shape. **“We wanted the day to day goings on in Rhino Vista to be the forefront of what this brand was about, and then the high quality and exciting designs of our products to be the output,”** Frank said.

Visitors to the Detention Apparel [website](#) can watch the themed video of the month, where a story is told using a unique style of animation, visitors will also notice the website imagery changes to take on that months theme too, allowing for a forever changing engagement with the brand.

Visitors can subscribe to the 'community' and guarantee themselves a limited edition package that contains a one-off t-shirt design, and other merchandise that reflect the theme of the month. The limited edition monthly designs are exactly that, limited so they can't be purchased anywhere again, not even from the Detention Apparel store also found on their [website](#).

Detention Apparel LLC is incorporated in the state of Nevada. It's founders live in the United States and Australia. Please contact [HERE](#) for additional information or to arrange interviews.

Media Contact

Detention Apparel LLC

frank@detentionapparel.com

+61438276567

304 S Jones Blvd, #4071 Las Vegas 89107 Nevada USA

Source : Detention Apparel LLC

See on IssueWire : <https://www.issuewire.com/an-urban-clothing-and-merchandise-brand-with-an-exciting-difference-1613554529334818>

