

Los Angeles clothing line ignites "Anti Trucker Hat" movement

Truant Clothing line launches t-shirt and movement to stomp out laughable trucker hat trend.

Los Angeles, CA ([PRWEB](#)) May 2, 2004 -Just when you thought the trend of the trucker-hat was out, another Los Angeleno pulls up to the valet sporting a neon Von Dutch hat. Popularized by mega-mainstream stars such as Ashton Kutcher, Britney Spears, and Justin Timberlake, the trucker hat has emerged from an alternative fashion statement to a mainstream article of clothing. "An exclusive group of Hollywood stars started wearing them and the masses just followed immediately and subsequently playing out this statement within months," says fashion designer Angela Fong.

Truant Clothing is launching an official national campaign to put an end to this fad. Founder Jason Mak says "our aim is to aggressively belittle the individuals who wear trucker hats not only because they carry a hollow and ridiculous ego when they wear the hats, but also because they are continually feeding corporate fashion and mainstream styles." Truant Clothing presents the limited "Trucker Hats are for Poseurs" t-shirt. Featuring the trucker hat poseur in the urban backdrop of Hollywood; the breeding ground of the fashion clones.

Truant Clothing encourages supporters to visit www.truantclothing.com and purchase and represent one of their t-shirts.

Truant Clothing is a Los Angeles based design firm that designs t-shirts with a sense of meaning and motivation. They will be releasing a limited Fall Line in August 2004.



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Online Web 2.0 Version

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