

SPECIALTY PRODUCT POSITIONING

Classic Crew

TCT-4000

TRUE CLASSIC



PRODUCT POSITIONING

Finally—You Found The Perfect T-Shirt.

We didn't just make another T-shirt... we created the T-shirt. It instantly sharpens your look, boosts confidence, and turns heads. With ultra-soft, breathable fabric and a near-custom fit, it replaces every other shirt in your drawer.

4.5 / 5
AVG RATING

69,355
REVIEWS

86%
RECOMMEND

True Classic Best Seller

KEY PRODUCT ATTRIBUTES

STYLE CODE TCT-4000	FIT Contemporary / athletic cut	FABRIC 60% Cotton / 40% Poly Jersey
SIZE RANGE S – 3XL (Reg & Tall)	NECKLINE Crew neck, short sleeve	CONSTRUCTION Classic side seam
TAG Soft tag (screen-printed)	CARE Machine wash cold, tumble dry low	OCCASION Everyday essential

WHY TRUE CLASSIC

Look Good. Feel Good.

Founded in Los Angeles in 2019 on one better-fitting tee. Comfort, quality, and confidence — without the compromise or the premium price tag. Three things define every shirt: **Fit. Comfort. Value.**

6M+ CUSTOMERS	59.6M+ GARMENTS SOLD	300K+ VERIFIED REVIEWS	4.5★ AVG RATING
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