

SPECIALTY PRODUCT POSITIONING

Active Crew

TCT-4003

TRUE CLASSIC



PRODUCT POSITIONING

Performance-Driven. Style-Approved.

Whether you're hitting a workout or just running errands, the Active Crew delivers with a breathable feel, anti-odor tech, and a clean, athletic look. It's comfort and function packed into one sleek tee.

4.7 / 5

AVG RATING

6,666

REVIEWS

92%

RECOMMEND

True Classic Best Seller

KEY PRODUCT ATTRIBUTES

STYLE CODE TCT-4003	FIT Contemporary / athletic cut	FABRIC 96% Polyester / 4% Spandex
SIZE RANGE S – 3XL (Reg & Tall)	NECKLINE Crew neck, short sleeve	CONSTRUCTION Classic side seam
PERFORMANCE Wicking · Odor control · Quick dry	SUN PROTECTION UPF 30 (blocks 97% UV)	OCCASION Performance & everyday wear

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