

SPECIALTY PRODUCT POSITIONING

Pima Crew

TCT-4040

TRUE CLASSIC



PRODUCT POSITIONING

100% Premium Cotton—Perfected.

With its ultra-silky finish and naturally stronger fibers, Pima cotton brings next-level comfort and built-to-last durability to this premium cotton tee. Combine that with our signature bicep-hugging fit? You’ve got a tee made to move from casual to clean-cut—with zero effort.

4.5 / 5
AVG RATING

30
REVIEWS

87%
RECOMMEND

True Classic Best Seller

KEY PRODUCT ATTRIBUTES

STYLE CODE TCT-4040	FIT Athletic cut, refined fit	FABRIC 100% USA-grown Pima Cotton
SIZE RANGE S – 3XL (Reg & Tall)	NECKLINE Crew neck, short sleeve	CONSTRUCTION Premium stitching, durable fibers
DIFFERENTIATOR Softer every wash · Resists wear	TAG Soft tag (screen-printed)	OCCASION Premium 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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