



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Jocelyn Collado

Becker Communications, Inc.

(808) 533-4165

CRAZY SHIRTS TO REOPEN AT INTERNATIONAL MARKETPLACE

HONOLULU (July 28, 2016) – Iconic Crazy Shirts returns to its roots when it reopens at the redeveloped International Marketplace with the Waikiki landmark’s grand opening on Thursday, August 25, 2016.

The new 1,000 square-foot store intertwines Crazy Shirts’ classic design features and contemporary elements representing the next generation of its retail outlets. Designed by the Honolulu based 87Zero, the space incorporates rich woods and warm LED lighting, contrasted by sleek lines and polished concrete floors. Crazy Shirts’ signature T-shirt cabinet anchors the store and is complemented by custom-designed weathered teak features and a refreshing color palate.

“Crazy Shirts began just steps away from the International Marketplace more than five decades ago, so we’re extremely excited to ‘come home’ to a place that has a very special place in our history,” said Mark Hollander, CEO and president of Crazy Shirts.

As with its other locations, the International Marketplace shop features Crazy Shirts’ high-quality casual apparel, including coordinating tops and bottoms, “hydro print” board shorts that change when wet, and fashion-inspired collections. Crazy Shirts also offers its trademark Specialty Dyed T-shirt using fabric dyes made from items such as coffee, volcanic ash, beer, wine, chocolate and more, as well as T-shirts featuring regional specific and humorous graphics.

The International Marketplace store is located at 2330 Kalakaua Avenue and will be open Monday through Sunday from 10:00am-11:00pm

About Crazy Shirts

Founded in 1964, Crazy Shirts is among the first companies in Hawaii to design, manufacture and sell the “T-shirt” as we know it today. Housing the largest printing facility in Hawaii, on the Island of

Oahu, and employing over 300 employees, the company operates retail stores on all major Hawaiian Islands, as well as stores in California, Colorado, Nevada, and Florida. For more information about Crazy Shirts, call 800-771-2720 or visit www.crazyshirts.com.

#