

Nation's Apparel Industry Braces for AN:TS Invasion

ATLANTA, GA – September 1 (SEND2PRESS NEWSWIRE) – But unlike in the movie, “War of the Worlds,” nobody’s panicking. That’s because AN:TS is a fresh new line of apparel. This Fall, AN:TS Apparel makes its national debut. AN:TS’ inaugural collection will consist of a young men’s line comprised of graphic tees and headwear.



When asked about the debut, Ozell Freeman, President and co-founder of AN:TS Apparel is understandably excited: “Last year we produced samples to gauge brand impact and interest. After very positive feedback from industry executives and consumers, we felt confident that we had the makings of a great brand. We decided to move forward. So here we are.”

And HERE is exactly where they are. This month, AN:TS will make its pitch to consumers nationally through its website, . With that said AN:TS, however, is more than a clothing company. AN:TS is an ideal...a lifestyle.

Freeman explains: “After we decided to start AN:TS, we asked ourselves what the brand should be about. Of course apparel is about fashion but we decided that since we believe life is about passion, that AN:TS as a lifestyle brand should be about passion as well as fashion. Next we asked ourselves what we felt fashion was about. For us, fashion is about the individual expression of a personal sense of style. But WHAT IF fashion could also serve as a subtle ‘reminder’ that we are all part of a global community – a world colony that we can make better? This ‘reminder’ is symbolized through our name and anthill logo. AN:TS carries a message of global citizenship and responsibility through the creation of uniquely styled and well made apparel.”

The name of the brand “AN:TS” invites inquiry. AN:TS stands for Achieve Nirvana: Transform Society. “We at AN:TS believe that through the continual pursuit of your passion, you leave the world a better place than you found it. We all have a role. No effort is too small,” Freeman says.

AN:TS’ tag line challenges us to embrace its mindset and “join the colony.” With edgy classic styling and a lifestyle mantra, AN:TS is one invasion to be welcomed worldwide.

About AN:TS Apparel

Based in Atlanta, AN:TS Apparel is an emerging brand that designs, markets and sells lines of clothing for men. Website www.an-ts.com

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