

Live & Tell[®]
BY L.A.T.

Introducing

VINTAGE WASH

A Distinctive Look and Unparalleled Softness



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WHAT IS VINTAGE WASH?

Vintage Wash fabric undergoes a unique garment production process that involves adding a special “wash” treatment. Dyed garments are immersed in a chemical wash that reacts with the cotton fibers, resulting in an ultra-soft hand feel and a faded, “vintage” look. The best part? Vintage Wash achieves this aesthetic without any bleeding or dye migration concerns.

HOW IS VINTAGE WASH DIFFERENT FROM THE COMPETITION?

Unlike our competitors who use pigment dyes, our Vintage Wash process ensures a superior product. Pigment dyeing involves washing a sewn garment in the dye, which can result in a harsher hand feel and increase the risk of dye migration and bleeding during consumer washing and decoration. With Vintage Wash, you can enjoy the softness and vintage appearance without compromising on quality.

Customers have praised Vintage Wash as the “best discharge tee on the market,” highlighting its exceptional quality and appeal.

TEES: 5.7 oz. 55% ringspun cotton/45% polyester vintage wash jersey.

FLEECE: 7.0 oz. 55% ringspun cotton/45% polyester vintage wash fleece. Weathered colors are 5.9 oz. 65/35 polyester/combed ringspun cotton.

Experience the unparalleled comfort and style of Live & Tell’s Vintage Wash collection. Embrace the distinct look and unmatched softness that will make your garments stand out from the crowd.

Note: The Live & Tell Vintage Wash assortment achieves its authentic look and feel through a special wash process, which creates unique and natural variances in texture, distress, and shade. These are intentional and are NOT considered defective.

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