



FOR IMMEDIATE RELEASE

The Ringer Tee Shirt is Back: The Beloved 70's Fashion Item has Returned with a Little Twist.

DeiDochi, a mens online clothing brand, is introducing their Fitted Ringer Tee, along with other clothing items, in unique patterns and designs all while involving the customer in building their brand.

Los Angeles, California- December 8, 2017- DeiDochi, a startup mens clothing brand, aims to enter the online fashion space with a different approach. DeiDochi will incorporate customer feedback into their decision making process by using a hybrid crowd funding platform that allows customers to pre-order products. The products that get fully funded are manufactured and delivered to those who pre-ordered at discounted rates. These products are then added to DeiDochi's catalog, where they become available for customers to purchase. This allows DeiDochi to only produce the items their customers like, thus reducing prices in the manufacturing and retail channels as well as eliminating additional production waste.

Their Fitted Ringer Tee is a modern makeover of the 70's ringer tee that became a cultural phenomenon a few decades ago. With premium cotton and plush elastic on sleeves and neckline, the DeiDochi ringer tee is soft and comfortable. There is also extra elastic sewn into the shoulders to provide structure. Top that all off with the distinctive designs and patterns available, the Fitted Ringer Tee truly is a 21st century take on a classic.

DeiDochi is a brand based out of Los Angeles, California. They manufacture all their clothes in Los Angeles and use quality fabrics from around the world. Focused exclusively on mens fashion, DeiDochi is entering a crowded space. As more men choose to shop online, DeiDochi aims to be the one stop shop for all mens needs.

To learn more about DeiDochi, please email marketing@deidochi.com or visit www.deidochi.com.



