



Everybody loves the underdOg - this Christmas you will too!

Everybody loves the underdog, because everybody feels like the underdog. Kate Beckinsale, actress

This Christmas, you'll love the underdOg. The 100% Australian made underdOg t-shirts are super cool, comfortable, practical and best of all exclusive yet affordable.

Every bit and more the high fashion tee, but without the high price, underdOg t-shirts are manufactured in Australia and are made from 100% organic cotton, so you know they will not lose shape or discolour in the wash.

Priced at just \$59.95 they make the perfect Christmas gift; not only a fashionable and affordable present, but a gift that also supports the true Aussie underdOg spirit of having a go and taking on a challenge.

Typifying this spirit, underdOg recently moved its manufacturing back to Australia; a move that flies in the face of the increasing fashion industry trend to manufacture offshore. Matt Barnes, underdOgs founder, is both passionate and proud of the company's decision;

In the true underdOg spirit, we relish a challenge, Matt explained. The underdOg brand is built on a passion for music and home-grown products. underdOg t-shirts are committed to supporting Australia's fashion and manufacturing industries, as well as local music.

Matt challenges shoppers to: Buy a home-grown gift this Christmas, while not busting the budget and, at the same time, supporting Australian business.

The underdOg t-shirt collection

The underdOg t-shirt collection includes the designs Soul Food, Play the Guitar and Happy Wife, Happy Life. These feature musical instruments and vinyl records which symbolise the good old days - yet remain cool and fashionable in today's digital world.

underdOg t-shirts retail for \$59.95 and are Australian made from 100% organic cotton. They can be purchased online at [www.underOg.com.au](http://www.underOg.com.au) and when purchased online delivery is free to anywhere in the country

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