



## Father's Day gift idea: Fashionable music t-shirts for Dads of any age

SYDNEY Wednesday, 14 July 2010. Fathers Day is just around the corner and soon people will start thinking about gift ideas for Dad. For the elusive Dad that is hard to buy for and who doesn't need any more golf balls, socks or undies, an underdog t-shirt from [www.underdog.com.au](http://www.underdog.com.au) makes the perfect gift idea.

Aussie Dads like practical gifts with an edge. When it comes to clothing, they look for comfort, durability and style. Priced very affordably from \$34.95 - \$49.95 (depending on the label\*), underdog t-shirts are not only practical and hard wearing (they don't lose shape or discolour in the wash), they are stylish and feature unique designs that can't be found anywhere else.

Why a t-shirt this Fathers Day?

For men, t-shirts are the equivalent of what shoes are for women. A man can never have too many t-shirts. There are t-shirts for all occasions. The underdog t-shirt is a multi-purpose t-shirt... it can be worn casually on the weekend to a BBQ or can be dressed up with a jacket creating a trendy and stylish look for Dad when he goes out at night. It is a practical gift with an edge due to the unique designs. More about underdog's T-shirt collection

underdog t-shirt designs include Soul Food, Old School and Happy wife, Happy Life (photographed below, left to right). The collection features old school music motifs such as amplifiers, cassette tapes and vinyls which symbolize the good old days for many Dads, yet are also considered cool and fashionable in today's digital world.

underdog's founder Matt Barnes started the label in 2005 when he then owned and operated an independent music store in Sydney's Bondi. Matt, a Dad himself says, We want men to feel like they can wear a cool and fashionable music t-shirt at any age. Who says Dads can't look classically cool with a music t-shirt over the age of 30? I started the label for men who love music and fashionable t-shirts but don't want to wear a band tee.

underdog t-shirts are high quality and 100% fully combed cotton. Available in S to XXL sizes. There are two labels\* the black label (\$34.95; 155gm) and the orange label (\$49.95; 170gm). They can be purchased online at [www.underdog.com.au](http://www.underdog.com.au) and at a growing number of stockists across Australia see website for details.

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