

For immediate release

LOCAL CLOTHING START-UP SEEKS TO CHALLENGE TRADITIONAL NOTIONS OF BEAUTY AND RAISE FUNDS VIA KICKSTARTER

A group of friends and young professionals team up to start a community conversation about art, women and beauty.

SEATTLE (March 9, 2014) — Creepy Girl Ink is a unisex clothing brand based on the bold designs of local artist and designer, Jesse Holcomb. The start-up released a Kickstarter campaign on March 6 and will continue to crowdsource funding until April 5.

Creepy Girl Ink's distorted and somewhat disturbing imagery blends art and fashion in hopes of challenging and redefining conventional standards of beauty. Currently the clothing line consists of a single T-shirt and a series of concepts for apparel featuring Holcomb's illustrations. With the help of donations through Kickstarter, the brand plans to develop a full line of unisex tees, SnapBack hats, bandanas and beanies.

Individuals who donate will receive Creepy Girl Ink clothing with designs of their choice. Visit the Kickstarter page for donation details, designs, video and other information.

www.kickstarter.com/projects/1650441730/creepy-girl-ink-unisex-tees-snapbacks-and-bandanas

"I've always believed that a single item of clothing can excite people and get them talking," said Holcomb, the designer and creator of Creepy Girl Ink. "Face-to-face communication is a rarity these days so I wanted to make clothes that are shocking and stand out, so these conversations can be had."

Though his previous work dealt with the fragility of life and self-perception, Holcomb has been drawing what he calls "creepy girls" for more than three years. "I like to think I'm drawing my own femininity and exploring how the shaming of femininity in men plays a significant role in the distorted view of femininity put on women today."

What began as a series of doodles developed into a full-scale model for a powerful brand that encourages individuality, seeks to distort ingrained perspectives and hopes to be a catalyst for conversation.

"I hope that people realize through this that everyone is different, and it's these differences that make people beautiful," said Holcomb. "It's important to communicate with one another the issues that upset you with the world around us."

Consistent with his focus on community connection and conversation, Holcomb chose to crowdsource funding to turn his ideas into action.

"[Kickstarter] is such a great thing for creative entrepreneurs," said Ari Dadkhah, Creepy Girl Ink's marketing whiz. "It provides a platform for fearless individuals to put themselves out there and, with the help of others, transform a vision into a reality. In a way, it's a lot like us."

She's referring to the crew of talented friends Holcomb assembled to develop a video, launch Kickstarter, tackle business challenges and spread the word through social media. In just three days the team raised \$475.

"It sure feels like a start-up. There's this addicting energy and overwhelming feeling of possibility," said Anthony Collins, friend and copywriter for Creepy Girl Ink. "Taking a big risk like this means a lot of hard work but we're ready and armed with a handful of designs and bright ideas, eager to share them with the public in hopes that they will support Creepy Girl Ink and help us reach our full potential."

ABOUT CREEPY GIRL INK

Creepy Girl Ink, based in Seattle, Washington, aims to create meaningful discourse on art, fashion, beauty and femininity with its provocative imagery and unisex apparel. After graduating from the University of Washington with a degree in fiber and textile design, founder Jesse Holcomb decided to combine his two loves, art and fashion, to create a career for himself and his talented creative team. The start-up clothing brand is hoping to spark interest and receive enough public interest and funding to expand into a full line of T-shirts, SnapBacks, beanies, bandanas and other items. Visit Creepy Girl Ink's Facebook or Kickstarter pages to learn more.

<http://www.facebook.com/creepygirlink>

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