



## Automotive Trends Influence Apparel Design

*Trikd Industries, an auto-lifestyle apparel company, creates a first-of-its-kind customizable line of casual streetwear.*

Boston, MA ([PRWEB](#)) April 6, 2005 -- Trikd Industries, an auto-lifestyle apparel company, marries individuality with branded style to create a first-of-its-kind, personalized line of streetwear.

“Trikd believes very strongly in the concept of individuality and apparel should reflect that,” says Gregor Gieras (aka: Geo), founder of Trikd Industries. “For the first time ever, we have brought that belief to streetwear and the apparel industry, helping people define their own style.”

Trikd’s web site (<http://www.trikd.com>) features a powerful custom “gearbuilder,” allowing customers to personalize their apparel “hoodies, hat, and short-sleeve or long-sleeve tops” step by step. With the “gearbuilder,” customers can first select the silhouette of apparel, then color, size and graphics. Once that is completed, the personalization phase starts, where customers choose from a variety of detailing tags and custom embroidery options. “Once the process is finished, the customer has apparel that is unique to them, and that is our goal,” says Geo. “In particular, as auto enthusiasts, we want our gear to be like our cars - customized and unique.” With over one million combinations of embroidery and tag options, Trikd has succeeded in doing just that.

Each season, Trikd will release new customization features, including new colors, detailing, styles and personalization options. Working with customers to incorporate their feedback into the initial design process as well as the final customization, Trikd will soon expand its line to include an even larger variety of garments. “We want our customers to get into the mix and give us their thoughts on what they would like to see,” says Geo. “Trikd is not about us. It is about you.”

“Being a car addict since I was young, I knew one day we would want to customize other aspects of our lives including what we wear. Streetwear, more than anything else, should reflect our own personal tastes and style,” says Geo. “When we were starting Trikd, people said that we couldn’t build a strong brand with an emphasis on customization. But I believe that in the future, Trikd will be synonymous with personalized apparel.”

About Trikd Industries:

Trikd Industries is an auto-lifestyle apparel company founded on the belief that streetwear can be customized for the individual. Trikd’s mission is to create a relationship between itself and its customers, helping them to define their unique individual styles without compromising quality. Trikd works with customers to incorporate their feedback into the clothing and apparel design process.

For more information, please visit <http://www.trikd.com>.

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