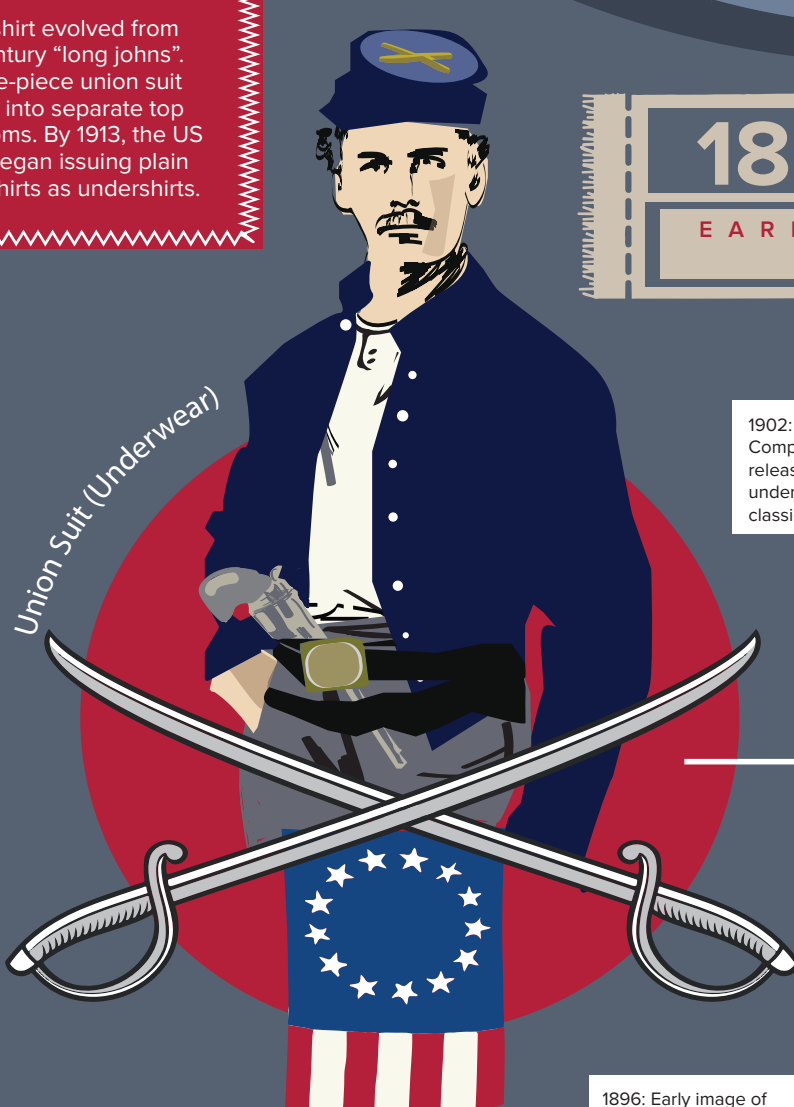


GREAT MOMENTS IN T-SHIRT HISTORY

XL WASH COLD DO NOT BLEACH TUMBLE DRY LOW 65% COTTON 35% POLYESTER

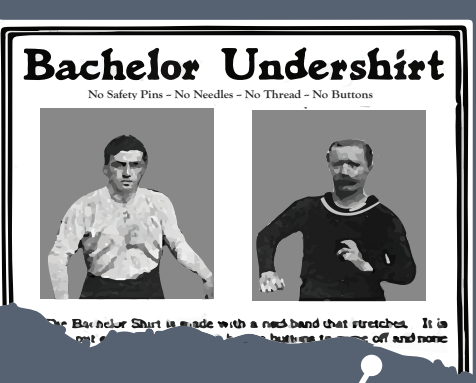
The T-shirt evolved from 19th century "long johns". The one-piece union suit was cut into separate top and bottoms. By 1913, the US forces began issuing plain white T-shirts as undershirts.



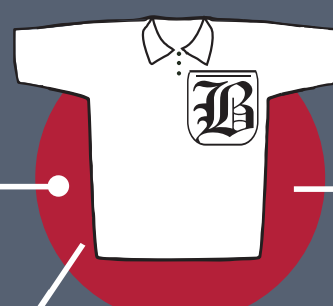
1800's TO EARLY 1900's

1902: The PH Hanes Knitting Company commercially releases separate undergarments, including the classic "undershirt".

1904: Cooper Underwear Company advertises the first buttonless, "stretchy" neckband undershirt.



Classic undershirt



Sports Jersey



Stretch collar/no buttons

1896: Early image of National League Baltimore Orioles show players with half-sleeved logo shirts.



The mass-produced 1920's undershirt was named after the "T" shape it made on the body. It became the height of style as an outer garment after Marlon Brando wore one in the 1951 movie, A Streetcar Named Desire.

1939: The Wizard of Oz may have included the first printed T-shirt in a scene where workers wore green "OZ" printed tees as they re-stuffed Scarecrow.

1952: Miami company, Tropix Togs gains rights from the Walt Disney Company to print Disney characters on T-shirts - it also signifies one of the first ventures into commercial screen printing.



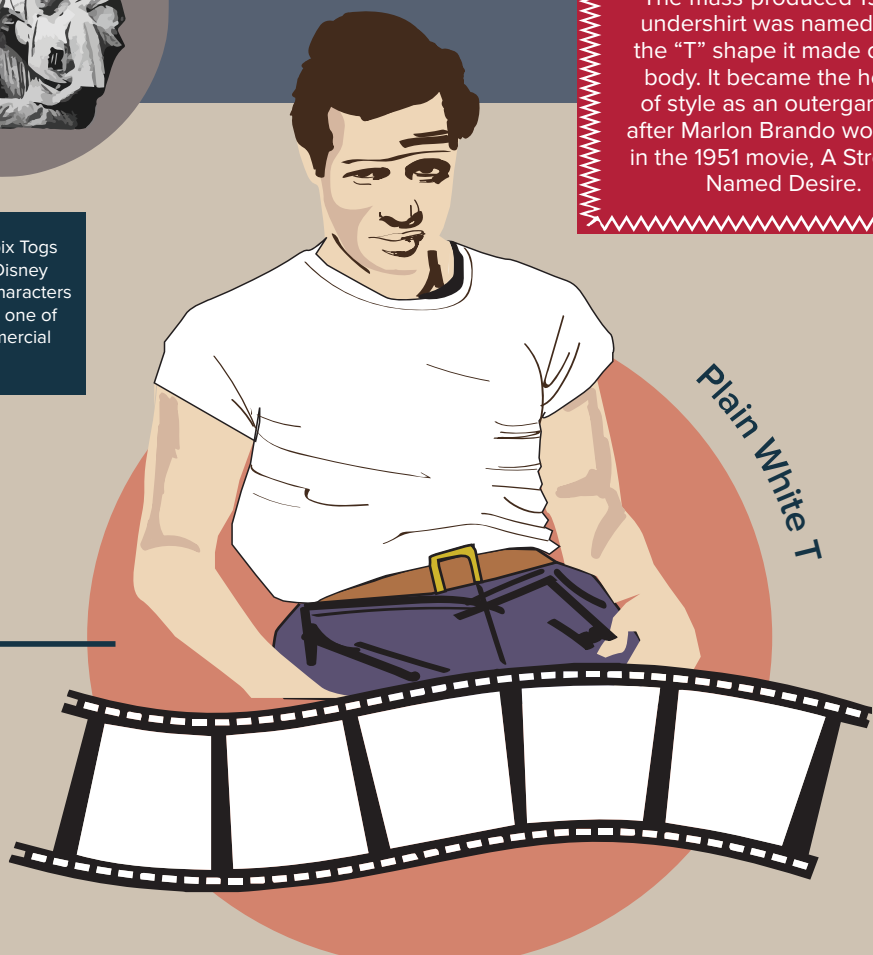
Earliest Printed Tee



Earliest Graphic Tee



First Licensed Tee



Plain White T

1942: Graphic printed T-shirts were in limited use until 1942 when an Air Corps Gunnery School T-shirt appeared on the cover of Life magazine.



1930's TO 1950's

The 1960's was the era of patterned fabric with stripes being a common choice for T-shirts - reflecting the Beach Boys and surf culture fashion. A new age of fashion and printed T-shirts had begun.



Striped and Patterned Tee's

1963: People in Haight Ashbury, San Francisco are seen wearing tie-dyed tee's - it became a piece of clothing that is most associated with hippy culture and is based on an ancient Japanese method of tieing-off sections of fabric before hand-dyeing in different colours.

1969: John Pasche designs the iconic Rolling Stones logo that would grace millions of T-shirts in the decades to follow. By the late 60's concert promoters had realised the profit potential of selling concert tee's.



Tie-dyed



Mod Fashions



First Band Tees

1969: Michael Vasilantone invents the first rotary multicolour screen printing machine. It revolutionised T-shirt production and enabled mass-production of the graphic tee.

1964: The Who are photographed in graphic tees. The band were a major influence on stylish 60's mod culture of slim-fit tees, jerseys and shirts.



1960's



Raglan Slogan Tee

The 70's and 80's were the era's of the graphic tee. From slogans to merchandising, to fashion branding, the T-shirt became something that everyone wore as a way to convey personal or brand messages.

1983: Fashion designer Katherine Hammett's oversized T-shirts with giant slogans were adopted by bands like Wham and Frankie Goes to Hollywood. They became "must have" fashion items.

1977: The first Star Wars movie is released. Star Wars movie T-shirts were in every big store following the film's success. It was the most popular T-shirt subject matter of its day and changed merchandising forever. To-date, \$20 billion in licensed Star Wars merchandise has been sold.



The Fashion Tee



Mass Merchandising



Iconic Tee



1977: Milton Glaser designs an iconic New York logo that was immediately put on T-shirts. Throughout the 70's, cultural slogans and iconography dominated T-shirt design (left).

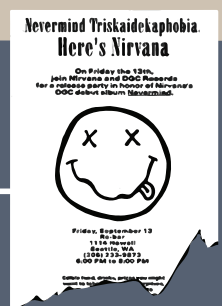
1970's TO 1980's

Since the 90's, the T-shirt has become a high-fashion item. No longer a simple cotton or mixed cotton product, it has gone hi-tech with advanced materials for sportswear and fashion applications.



Fashion Sportswear

1991: Kurt Cobain drew the smiley face image for a record release flyer (right). It became one of the most popular tees of all time and the enduring icon of grunge fashion and music.



Grunge fashion

1999: Hand-in-hand with the creation of digital printing technologies and web-to-print online systems, web stores like Cafe Press started offering online T-shirt personalisation in which customers can now design and print their own slogans and designs and have them delivered to their doorstep.



No Fear Tee



Online Personalisation

1998: Roland DG introduces the CJ-500. The first full-colour inkjet printer/cutter, welcoming in a new age of small business apparel and T-shirt customisation. Roland would continue this innovation and success throughout the 90's, 2000's and beyond with its new dye-sublimation technologies for long-run apparel printing.

1995: No Fear was a brand that exploded in popularity in the 90's. It represented the fearless attitude of the rising popularity of skating, surfing, motocross and other extreme sports. The backs of the tees typically carried motivational messages (right).



1990's TO NOW



Infographic courtesy of



Discover more about T-shirt and apparel print customisation at: www.rolanddg.eu