

T-shirt time

Its summer, time for cool T-shirts that make a statement

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Seen people on the streets walking around in T-shirts with baffling slogans saying 'I'm Sorry' or 'No Money No Date'? If you fall in the faction that does not want to apologise for everything or declare your financial status, here's an alternative. It could be a flourishing business.

ATTSH in New Road takes orders for custom-made slogan T-shirts, even for just one piece. Bijay Shahi started the store seven years ago with his brothers Sanjay, Ajay and Umesh. Though there are many companies that print hi-tech graphics, ATTSH is the only one that takes orders for a single T-shirt. As Sanjay says, "We pioneered the printing of custom photos and text, and rubber printing in Asia. The demand for such T-shirts is increasing."

The secret to their product quality is printing on T-shirts made in Bangkok with American ink. ATTSH receives at least six orders for single T-shirts and up to 400 bulk T-shirts daily. They charge Rs 350-700 for words and Rs 500-1,000 for photos. They also print jerseys for Nepali football teams. Right now, most orders are from football fans for jerseys of their favourite players.

Started by 12 young people from Thamel, Graphic Station is another name in the T-shirt business. They print custom text on T-shirts too but unlike ATTSH, Station takes only bulk orders. Managing director of Station, Shailendra Shrestha says, "We began to cater to the local demand." T-shirts at Station depict Nepali culture, which Shrestha says has international appeal. Glitter, metallic print, rubber base, puff, and embroidery are used in printing such T-shirts. If you have an artistic streak, you can certainly make a career out of T-shirts too.

Loktantrik T-shirts: During Jana Andolan II, organisations and youth groups printed T-shirts with Loktantrik pictures and slogans. Among them were Gaun Gaun Bata Utha T-shirt launched by Gurukul artistes and journalist Yubaraj Ghimire. Min Bajracharya's photo of a jubilant Durga Thapa during the 1990 revolution is on T-shirt too. Similarly, My Democracy, My Freedom by Youth Initiative and Ma Paribartan Chaahanchhu and I'm not alone by NAYSA are available.