



Paradigm Shirt

CHANGE THE WORLD ONE SHIRT AT A TIME

“The clothing industry is the second-largest polluter in the world, second only to the oil industry”

AND WE'VE DECIDED
TO DO SOMETHING
ABOUT IT!



LAUNCHING **SEPTEMBER 5TH ON INDIEGOGO**,
WE ARE A YOUNG AND AMBITIOUS START-UP
SHOOTING FOR THE STARS!

INDIEGOGO



Paradigm Shirt is a **100% ethical, responsible and ecological clothing brand** offering sustainably produced garments. We chose clean cutting edge processes and materials, saving tons of water, and energy, while avoiding pollution. Each design is made in collaboration with an association. The point is to choose powerful quotes, and have them illustrated to become beautiful t-shirt artworks.

Why?

Change the textile industry by offering a responsible and a cleaner alternative

Spread paradigm shifting messages through positive visuals

Put money back into the right hands, with 10% redistributed to organizations committed to make the world a better place



How?

Everything sourced and produced in Japan, minimal carbon footprint and humane labor conditions



Polyester from recycled plastic bottles

1 t-shirt = 5 plastic bottles diverted from landfills



Saves 2700L of water/t-shirt, up to 53% energy, and 54.6% of the CO2 emissions



A waterless dyeing technique: Airdye Technology

Saves 95% of the water, 86% energy, and 84% of CO2 emissions



100% Vegan



GETTING INVOLVED IN PARADIGM SHIRT MEANS SUPPORTING AN ETHICAL, RESPONSIBLE AND ECOLOGICAL CLOTHING BRAND BUT ALSO A STATE OF MIND. IF YOU AGREE THAT HUMANS ARE THE ONE RESPONSIBLE FOR OUR ENVIRONMENTAL ISSUES BUT THEY ARE ALSO ABLE TO CHANGE THINGS? THAT THERE IS MORE TO LIFE THAN JUST EXPLOITATION AND MASS CONSUMPTION? THAT TRUE STRENGTH COMES FROM UNITY AND DIVERSITY?

THEN COME AND JOIN OUR WONDERFUL COMMUNITY OF CHANGEMAKERS, BECAUSE WE STILL HAVE SO MUCH TO LEARN FROM ONE ANOTHER.

T-SHIRTS ARE JUST THE BEGINNING. WITH YOUR SUPPORT PARADIGM SHIRT WILL BE ABLE TO GROW AND HAVE EVEN MORE TO OFFER! WE ARE PLANNING TO CREATE AN ENTIRE CLOTHING LINE RESPECTING THE SAME ETHICAL, RESPONSIBLE AND ECOLOGICAL PROCESS.



THE PARADIGM SHIRT TEAM
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