



Press Release

FOR IMMEDIATE RELEASE

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Media Contact:

Taylor Hollands

The University of Memphis

(731) 610-1033

thllands@memphis.edu

Vandy Ink launches new original design merchandise

The LOTR x Teletubby inspired design is available in apparel for a limited time

MEMPHIS, Tenn. — March 1, 2023 — Vandy Ink is excited to announce

the launch of a new original design that is only available in apparel,

becoming available March 3, 2023, on their store website. The selling

price for shirts is \$25.00 and sweatshirts is \$40.00 USD, accessible in sizes

small through 2XL.

“This design was inspired by Sauron’s (movie) quote, ‘There is no life in the void, only death.’ I wanted to make a LOTR x Teletubby crossover, so I used the Teletubby sun shape outside the Eye of Sauron. At the end of -

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every Teletubby episode, they say ‘The sun is setting in the sky,
Teletubbies say goodbye.’” Jess Vandenburg, via Instagram @jvandyink.

The clothing items are locally screen-printed by Neighborhood Print Co.
and distributed by Vandy Ink’s operator Jess Vandenburg. The shirts and
sweatshirts are made of pre-shrunk, medium weight fabric; shirts
provided by Bella + Canvas in style 3001 and sweatshirts provided by
Gildan in style 18000.

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Journalist/Outlet - The journalist and outlet I would choose to distribute this to is Frida Qi, for the Daily Memphian. Frida is general reporter, specializing in business reports and arts and culture stories. The Daily Memphian is a Newspaper in Memphis that covers stories specifically relevant to Memphis and is primarily consumed by an audience that prioritizes business and culture with-in the city. This launch would lose a part of its angle as a local/small business interest if released to an outlet that wasn't specific to Memphis.

Audience - The target publics for this launch demographically encompass women and non-binary individuals, older Generation-z to younger millennial age groups that relate to the launch's niche design and possibly earning middle range income to be willing to spend a premium price for an article of clothing. Psychographically, this launch may appeal to an audience with a belief system that may align more left/democratic, groups that prioritize local economy, and groups that want to represent or support local artists.

Sources

Client Pages:

<https://www.instagram.com/p/CpQN78BgD1q/>

<https://www.vandyink.com/store/p/sunny-sauron-sweatshirt>

Journalist:

<https://dailymemphian.com/authors/614>