



Product Description: Greater Faith Gear is a collection of clothing and accessories which each feature striking designs and images which bear a religious theme. Designed to be practical, convenient, stylish and serving as a means of expressing Christian beliefs and values.

Advantages & Benefits

- Donning clothing and accessories which feature the *Greater Faith Gear* slogan would offer the wearer an easy means of letting others know of their religious beliefs.
- Providing a classy, yet clever way in which to question unheralding faith, *Greater Faith Gear* clothing and accessories could prove a terrific icebreaker for those who wish to share with others their religious beliefs.
- Sending a friend or a loved one a decorative button or patch, bearing the *Greater Faith Gear* logo would prove a simple way in which to show one cares, as well as remind the recipient of the constant love God.
- A thoughtful gift, items bearing *Greater Faith Gear* would provide a thought provoking and unique present for any Christmas, birthday or anniversary celebration.

Target Markets

- General Consumer Populace
- American Households
- Family
 - married couples
 - couples with children
 - relatives living together
- Non-Family
 - housemates
- Churches
- Sunday Schools
- Gift Givers
- International Market



Distribution Channels

- Religious Goods
- Novelties Retail
- Gift Shops
- Department Stores
- Discount Stores
- Variety Stores
- Men's Clothing & Furnishings Retail
- Women's Apparel Retail
- Miscellaneous Retail
- Sportswear Retail
- Sporting Goods
- General Merchandise Retail
- Mail Order & Catalog Shopping
- Internet Sites
- Exporters



Design Features

- The *Greater Faith Gear* is an entire line of clothing and accessories which would offer consumers a simple means of celebrating their Christian faith. Featuring a wide variety of charming designs and prints, *Greater Faith Gear* is a logo which would be applied to patches, caps, T-shirts, sweatshirts, denim jeans, outerwear and evening wear, as well as a myriad of other goods. The *Greater Faith Gear* line would include a plethora of striking and thought provoking images. While an array of initial designs are included in this selection, several noteworthy pieces should be mentioned.
- A particularly striking image in the *Greater Faith Gear* line includes a rendition of the Holy Cross, encircled by the "G.F.G" initials. Another striking image features the depiction of a \$100 bill, in the center of which a radiating cross encircled by the slogan "Tribe of Benjamin" is artfully rendered. This unique monetary symbol also features the phrase "In Jesus We Trust."
- *Greater Faith Gear* would also be produced featuring a wide variety of unique configurations of the letters "G", "F", and "G". Representing the *Greater Faith Gear* name, these letters also represent "Gear From God," "Gear For God," and "God's Favorite Gear." Other designs from this line would feature thought provoking and relevant text, as well as biblical versus. Phrases and messages included in the *Greater Faith Gear* could be spelled using a variety of text styles, including cursive or stylized lettering and would be read, horizontally, vertically or diagonally across merchandise. Further, these designs could be produced in a wide array of eye catching colors, as well as in standard black and white versions. The *Greater Faith Gear* logo or designs could be imprinted on a blank background, or over or above an array of attractive graphic designs such as depiction's of the Holy Cross, churches, angels or people while a myriad of other striking images could be produced, providing a visual example of the text.
- *Greater Faith Gear* could be screen printed, appliqued or directly sewn onto merchandise. Possibilities for novel and unique means in which to use this creative logo are limitless. For instance, colorful T-shirts and sweatshirts, imprinted with the logo would be perfect for a casual evening out with friends. Printed on the pocket of a pair of denim jeans or on the back of a bomber jacket, the *Greater Faith Gear* logo would offer a simple means of celebrating one's life in Christ. Appliqued in faux crystals across the front of a stylish turtleneck sweater and worn to a Christmas party, the *Greater Faith Gear* logo would provide holiday revelers a constant reminder of the undying love of the Holy Spirit, as well as the true meaning of the holiday season. As can be imagined, application possibilities for this product line are virtually limitless.



Development: The *Greater Faith Gear* was developed by inventor *Sherman Benjamin*, who conceived this idea through his own ingenuity, personal creativity, and the recognized need for such a product. Mr. Benjamin is a resident of Brooklyn, New York. This is his first attempt to produce and patent this invention. He hopes this invention will become a reality, as it could offer consumers stylish and comfortable clothing that would provide a simple and exciting means of celebrating and expressing religious faith.

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