

Chii

Clothing Culture

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Vision

What separates us from other brands is the care and culture that goes into our products. All of our manufacturing is done locally where our family has been on the cutting edge of the shirt and lettering business since the 1950's. The love and respect within the Chii Clothing family is our main focus. We are brothers, sisters, cousins, and best friends. The same people that created the designs, sew the patterns, and tagged the hats are ringing you up at the counter, greeting you at the door of your favorite night club or performing live.

CHII: (sh~i')n.: A declaration, a representation of the streets we walk, the culture we build, the tradition upheld, family, friendship, love, peace, and energy. The air we breath, music we feel, and the dreams we fulfill. Late nights and early mornings: a lifestyle we live.

Rich Santo Chii's head designer has created a style of his own more unique than any other in the world. Rich has perfected his talent as a designer and caught the eye of some the greatest and most recognized designers in the world. Rich's philosophy of society, religion and spirituality as an art is catching on fast to our consumer. With our team of professionals in place Chii is ready to take on the world!



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Distribution

Chii is now being sold all over the nation. Chii prides themselves on customer service and delivering a quality product. We create high end garments and decorations for a premium yet affordable cost. Our goal is to treat the customer as we would like to be treated and make the process of doing business enjoyable. Chii represents celebration and the good in life! Our goal is to work with the buyer to make sure that we are delivering on time and the right products for that particular store to be able to make the most profit. We work very closely with each of our retailers to make sure that there customer is always seeing new product on the racks.

For a list of stores visit <http://www.chiiclothing.com/stores/>



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Fashion Shows

Chii has thrown successful fashion shows all over the world. The mixture of our clothes, music, lifestyle, and entertainers has wowed crowds time and time again.

-World Shows

- Tabu Las Vegas
- Moxie Grand Rapids Michigan
- Myst Scottsdale Arizona
- Guadalajara Mexico

-Chicago shows

- Level Night Club
- Hard Drive Hyatt Hotel
- Buzz
- Zentra
- University of Chicago
- Dominican University

To see Runway, backstage, and party shots visit our website chiiclothing.com and simply press photos.



WEBSITE



ChiiClothing.com fully integrated website

Entertainment & Shopping information

-45,000 unique visitors per month

-Weekly photos and events

-Mens and Womens clothing & Accessories

-Press and Photos of Celebrities

-54,000 email base of target customers

-Newsletter sent once a week with events and products

-Site is updated daily with inventory and information

Press

If you are a member of the media and need assistance, please contact Chii Clothing Company at info@chiiClothing.com or 773.237.8200

CULTURE STUDIO PRESS PACK

COVER OF SKINNE MAGAZIN

DOWNLOAD OUR PRESS PACK FOR CULTURE STUDIO SPECIALIZING IN HIGH END INK AND DECORATING TEXTURES LOCATED AT 2405 S OAKLEY IN CHICAGO



Events

if you would like to attend one of our events please register as a VIP Guest here.

CHII KING BIRTHDAY PARTY January 25, 2008



The House of Famiglia FRIDAY January 18, 2008



Stores

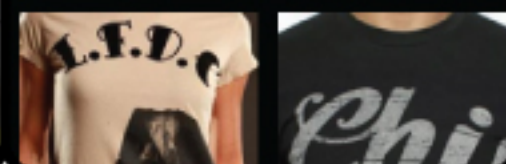
The Zoo Boutique
1802 W. Division
Chicago, IL 60620
Phone: 773-237-8200
Fax: 773-237-8171



Shop

Shop

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CELEBRITIES

From local celebrities to world known actors, a Local rock band to platinum recording artists Chii has gained recognition from all. Chii has been seen in hit shows on nation wide channels such as MTV, VH1, ESPN and FOX. We have gained recognition from our hometown sport teams such as Chicago Sox, Chicago Bears and Bulls along with outfitting up and coming local rock bands, radio personnel and hip-hop artists. There is a good chance you will see Ozzie Guillen from the sox rock'n our hat in the post game interviews or one of the athletes wearing our tees at one of our Chii events! We have been graced with special appearances at our flagship store Thr3ee Boutique. Catch your favorite local and world DJs picking out some new gear for the night. Recording artist Chingy along with many other stars have surprised us with visits to our store.



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Famiglia Entertainment

FAMIGLIA ENTERTAINMENT is the premier company to the nightlife, nightclubs, and entertainment industry in CHICAGO. This company is committed to building long term relationships with our clients and ensuring they receive quality service at all of our establishments. FAMIGLIA ENTERTAINMENT will remain committed to continuous growth and the creation of the perfect atmosphere to let your body and mind unwind without inhibitions!

Check out our weekly events and photos at famigliaentertainment.com



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FlagShip Store

Thr3ee Boutique. Located in the heart of Wicker Park in Chicago. We specialize in custom garments by Chii Clothing Culture. Here you can pick through Chii's latest designs and place them on our very own tees, l/s shirts and zip-up hoodies to create a one of a kind garment. Thr3ee is also a purveyor of men and women's exclusive premium brands from across the nation. Brands such as: Christian Audigier, Edward Dada, SMET, Rebel Spirit, Dragonfly, Artine, J & Company, Fortune 421 and many more. You will also find Chicago's talented upcoming designers like, Viytale Clothing, Novem Studios Apparel and Royal Mindset all under one roof. Thr3ee Boutique offers personal service as well as sales associates who use their knowledge of fabrics, style and colors to create the perfect shopping experience.

Thr3ee Boutique
1632 w. Division
Chicago IL 60622
P: 773 227-8200
F: 773 227-8171



With the newest technologies of screenprinting fabrication our state of the art operation can handle the majority of techniques in demand today such as All Over Printing • Discharge • Water Base • Plastisol • Rhinestones • Multi-color Flocking Foil • Heat Press • Tie Dye / Specialty Dye • Novelty Inks & More

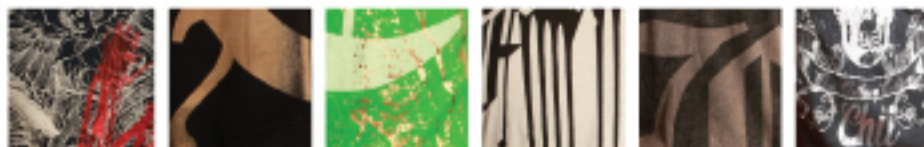


Large Format Printing



Amongst trendy patterns today, all over printing is an in demand technique Chii has mastered. We have taken steps to customize our machines to handle printing up to 18"x24" which can handle most XL Men's t-shirts with ease. Proprietary processes have been developed here to optimize registration on the press and deliver the best print possible. Chii can handle up to 6 colors in any combination of plastisol, water base, discharge, flocking and foil.

Discharge & Water Based Printing



Many of today's t-shirt designs have a vintage or soft hand feel. Discharge printing feels like a part of the fabric unlike regular plastisol printing, which has a more plastic or vinyl feel to it. However, discharge printing is much harder to control than regular plastisol printing and requires special steps to be taken in order for production runs smoothly. Our operators are experienced and well trained in every situation, giving you results in a speedy yet uncomparable fashion. Its transparent nature helps it in attaining a soft hand but limits its usefulness on dark colored garments.

Sublimation



Water based inks work great on light colored garments but not as well on dark garments. Discharge printing uses water based pigments with special discharge agents that will bleach out the color of fabric and leave the desired ink color. No white mask is needed on dark garments leaving the print feeling as part of the fabric. Our dryers have been setup specifically to handle discharge printing on fabrics from thin cotton jersey to thick denim.

Embroidery



**Headwear • Shirts • Totes & Bags • Accessories • Dance/Sports Apparel
Fleece • Outerwear • Pants/Shorts • Uniforms/Workwear**

Chii uses the latest in digitizing technology and equipment with the proven skills of accomplished commercial technicians in each field.

Providing the highest quality designs and embroidery digitizing the industry has to offer, with fastest turn around. Chii is committed to delivering high quality service tailored to meet your every need. We take pride in our exceptional service and quality workmanship.



Textures

These special inks allow us (manual or automatic) to offer our customers more than a flat print. With the addition of 3D ink creating great art and amazing prints is limited to the imagination of our artists and printers.

- Discharge**
- Plastisol**
- Soft Density**
- Blister Base**
- Meteor Base**
- Chino Base**
- Shatter Base**
- Flock Base**
- Glitter Base**
- Silver Gel**
- Super Gel**
- Sparkle Gel**
- Luminescent**
- Sponge Puff**

Garment Sourcing

Chii has taken its time to perfect the art of the garment. We are currently cutting, sewing, ripping, washing, and dying all over the world. We pride ourselves on the garment being soft, high end and durable. The mix between the right garment and different textures and dimensions is what makes us so unique. Chii knows our clients are educated in what they wear and we want to deliver them the best product possible at the most affordable cost.



Color Mixing



Color Mixing

All inks and colors are mixed specially for Chii at a made to order rate. Each individual piece has slight characteristics and imperfections that make each one unique and gives it personality. Chii inks are soft and delicate to the eye but hold up great after wash and wear. We do recommend all garments are washed before wearing because of the discharge agents.

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CONTACT

For wholesale questions please contact

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