

Dirty Hippy Swag: A Call to Action. An Active Solution. Socially Relevant Fashion.



Oakland, CA, 2017-Apr-11 — /EPR Network/ — Dirty Hippy Swag announces the official launch date for their fashion line: April 20, 2017!

Dirty Hippy Swag is an e-commerce startup, exclusively located online at www.dirtyhippyswag.com. With an ever-expanding collection, Dirty Hippy Swag specializes in comfortable street style apparel, as well as laser-cut designed and hand-beaded jewelry.

Founder and Designer Marisa Rheem believes in having clothes and jewelry that truly speak to her customers, making them feel safe and stylishly armored. As fellow millennial Madeline Harmon enthuses, "self-care and fashion have never looked so good!" It's no accident that this company encompasses hoodies, sweatpants, and t-shirts: things we wear when we want to feel safe.

A fashion line emblazoned with cheeky, unwelcoming statements, Dirty Hippy Swag is the perfect platform to send a humorous yet powerful message. From their "Existential Crisis" sweatpants to their "Anti Social Club" necklace, Dirty Hippy Swag's apparel and laser-cut designed jewelry allow you to clearly convey your mood to those around you without even needing to speak. Instead of feeling guilty and apologetic about needing time to unwind, slip into some Dirty Hippy Swag and let your clothes shield you from the outside world's demands.

Oakland's fresh new enterprise answers an unmet need for socially relevant fashion. Dirty Hippy Swag celebrates their customers' purchasing power by transforming it into an opportunity to give back. By donating a portion from every purchase to trusted

animal rescue organizations around the world, Dirty Hippy Swag bridges the gap between pursuing individual style and fulfilling our collective social responsibility as caretakers of this planet.

At the start of each new quarter, customers and fans can vote for their favorite animal rescue organization to become the next quarter's beneficiary. This first season's inaugural beneficiary is Rocket Dog Rescue, an all-volunteer nonprofit group dedicated to saving homeless and abandoned Bay area animals from euthanasia. Dirty Hippy Swag's ultimate mission is to support the hardworking, silent heroes who dedicate their blood, sweat and tears to saving animals each and every day. By enhancing your wardrobe with Dirty Hippy Swag, you can help bring this vision to life.

For press inquiries, promotion opportunities, collaborative ventures, high-resolution images, or to book an interview, contact Marisa Rheem.

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For press inquiries, promotion opportunities, collaborative ventures, high-resolution images, or to book an interview, contact Marisa Rheem at 301-802-0551 or email, dirtyhippyswag@gmail.com, or visit the website at www.dirtyhippyswag.com. 8016 Shepherd Canyon Rd., Oakland, CA. 94611

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