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**Contacts:**

Catherine Sharkey, 203-417-3417  
[catherine@tommyjohn.com](mailto:catherine@tommyjohn.com)

**Tommy John is Waging a War Against Sub-Par Undershirts**

Through an integrated campaign, the underwear company is highlighting the frustrations men have with their undershirts.

**NEW YORK, NY – September 13, 2016:**

Today, disruptive underwear brand, Tommy John, launched an integrated campaign demonstrating the issues men face every day with traditional ill-fitting undershirts.

The campaign includes “Undershirt Undoing,” a 60-second film, along with TV, radio, digital, print, and outdoor advertisements. Continuing their “No Adjustment Needed” brand story, this is Tommy John’s second campaign produced by creative agency, Preacher. The film shines a light on Tommy John’s innovative patented undershirt as the ultimate solution to the frustrations men face with their undershirt. These frustrations include bunching, stretching out, yellowing, and coming untucked.

“For too long men have been resigned to living in discomfort with their undershirts and allowing it to negatively impact them everyday.” Says Josh Dean, CMO at Tommy John. “No other brand was speaking to this uncomfortable truth, nor offering an answer. We saw an opportunity to take ownership of the problem and to showcase our patented undershirt as the ultimate solution. In typical Tommy John fashion, we took to raising awareness about a frustrating issue in a humorous yet relatable way.”

Similar in format to last year’s campaign celebrating Tommy John underwear “The Big Adjustment,” this film features a series of humorous vignettes that depict men battling their undershirt in high stress situations. The aggressive and unsettling movement of the undershirt was brought to life by using live ferrets to represent the look and feel of ill-fitting undershirts and the overpowering distraction that ensues.

"Our message is simple: Don't let your undershirt be your undoing," according to Rob Baird, CCO at Preacher. "Unlike the visible adjustments of underwear, fixing an undershirt is a slightly subtler undertaking. We dramatized the misery in a way that's hard to miss - with real, live ferrets."

Tom Patterson, founder and CEO of Tommy John began his crusade in 2008 after spending years frustrated with the fabric, fit, and functionality of outdated undershirts. With help from his now-wife and co-founder Erin Fujimoto, Tom created the world’s only patented undershirt with a stay-tucked guarantee. The patented undershirt has a longer,

tapered design that is made to fit the body without being constrictive. The undershirt comes in a variety of colors, styles and proprietary fabrics to best suit a man's needs.

The launch of this campaign comes after Tommy John announced actor, Kevin Hart became an investor just last week. Tommy John has grown 2.5 times year over year since 2014 and is on track to do over \$100M in sales by 2018.

**About Tommy John:**

Tommy John is a premium men's underwear company committed to addressing the real problems men have with their undergarments. Each product contains proprietary fabrics, innovative fit and functionality that eliminate unnecessary adjustments, discomfort, untucking and bunching. Tommy John products can be found at Nordstrom, Dillard's, Bloomingdale's, over 100 premium men's stores, and online at [www.tommyjohn.com](http://www.tommyjohn.com).