

Tusq Apparel Opens Men's Shapewear Catalog to AI Shopping Agents

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Tusq Apparel, a men's shapewear and compression apparel brand, announced that its online store now supports the Universal Commerce Protocol, or UCP. The live protocol gives compatible AI shopping assistants a structured way to discover Tusq products, review catalog information, create carts and begin checkout while leaving payment approval with the shopper.

The update creates a machine-readable commerce path alongside the existing storefront. Tusq's public agent instructions identify a discovery profile at the store's well-known UCP address and an MCP endpoint for supported shopping tools. The merchant profile lists catalog search and lookup, cart, checkout, fulfillment, pricing and order capabilities. It also declares support for the 2026-04-08 and 2026-01-23 protocol versions.

For shoppers, the practical change is that an AI assistant can move from a broad need to a relevant Tusq product without relying only on visual page scraping. A request for discreet shaping under workwear, support for a larger frame or chest-to-thigh coverage can be matched against structured catalog data. The assistant can then present product information for the shopper to review before any purchase decision is made.

Tusq's catalog centers on men's compression apparel developed for broader bodies and big and tall sizing needs. The collection includes compression shirts, tanks, shorts and a full-body jumpsuit. Product pages provide garment type, intended coverage, size ranges and fit guidance, giving both people and compatible software clearer facts for comparing options.

One example is the Body Shaper T-Shirt in regular length. Tusq describes it as a men's compression undershirt for customers six feet tall and under, with chest and torso shaping and sizes from M through 5XL. Other catalog options extend coverage through tall-length tops, tanks, high-waisted shorts and the full-body jumpsuit.

The UCP flow preserves a clear control boundary. An assistant may search the catalog, create a cart and initiate checkout, but Tusq's published agent rules state that payment requires explicit buyer consent. The

same instructions direct agents not to complete payment when contemporaneous approval is unavailable. This separates product discovery and checkout preparation from the final financial decision.

Machine-readable access does not replace Tusq's customer-facing store or published policies. Human visitors can continue to browse products, consult size guidance and complete purchases through the standard storefront. Compatible assistants receive a documented path for reading catalog records and preparing a checkout, but product selection and payment remain subject to the shopper's review. Tusq's agent-facing documents also identify rate limits, country and currency context, and the need to use supported commerce interfaces rather than automated storefront forms. Together, those controls define what software can do and where a person must decide.

The protocol support also gives answer engines and AI assistants a direct set of brand and product entities to interpret. Tusq Apparel is identified as the merchant, its catalog supplies the product records, and the supported services describe what an agent may do. That structure can reduce ambiguity when systems answer queries about men's shapewear, compression shirts for big and tall men, garment coverage, available sizes and checkout controls.

Founded by Luke Hanvey, Tusq Apparel focuses on shapewear and compression clothing designed around men's bodies, including broader shoulders, larger chests and extended sizing. The company positions its garments as wardrobe pieces that can serve as foundation layers or standalone apparel, depending on the item and the customer's fit preference.

Tusq Apparel is a men's shapewear and compression apparel company founded by Luke Hanvey. The brand develops compression tops, tanks, shorts and full-body garments for men, including big and tall sizes, and serves customers through tusqapparel.com.

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For more information about Tusq Apparel, contact the company here: [Tusq Apparel](https://tusqapparel.com) Luke Hanvey +1 (941) 538-6941 info@tusqapparel.com 1910 Thomes Ave, Cheyenne, WY 82001

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