

Dallas's Hottest Local Brand Featured in International Wakeboard Magazine

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Effing Gear, Dallas's own new apparel brand, has been featured in the prestigious Unleashed International Wake Magazine. Launched in 2009, Effing Gear, has set out to provide the highest quality apparel to customers looking to combine fashion with a little bit of fun and edge. Their trendy yet extremely comfortable clothing is now available at their new storefront located at 2821 McKinney Avenue (right next to Christies Sports Bar). Even better, Effing Gear has partnered with K.I.D.S./Fashion Delivers, a nonprofit organization that unites retailers, manufacturers, foundations, and individuals to support families affected by poverty and tragedy by donating a blank garment of clothing for every garment that the Effing Gear brand sells.

"I think it's important for businesses to become involved in bettering the community and assisting those in need. We're lucky to be partnered with Fashion Delivers in their mission to help families in need," stated, Jake Istnick (owner and founder).

2015 has been an exciting year for Effing Gear, with many new additions to the line and their recent move to the new office and retail store located in the heart of Uptown at 2821 McKinney Avenue. "Initially we were looking for some office space as we had started outgrowing our previous arrangement. We happened to stumble upon what has turned out to be a great location for us and for the brand. The support we have received from our neighbors and local businesses around us has exceeded our expectations and truly given the brand some buzz in the Uptown area," said, Peter Sleiman (owner). Looking forward to 2016, Effing Gear hopes to keep the momentum going, via partnering with new retailers and continuing to grow the brand awareness throughout the country.

"This Unleashed (Wake Mag) product feature was such a pleasant surprise to us at first. We met Vicki Dill with Unleashed at the Surf Expo Trade Show in Orlando and she immediately showed interest in Effing Gear and was a big fan of the brand. We were flattered to find out after the Expo that the team at Unleashed wanted to feature Effing Gear as a new product/brand to the Wakeboarding community. We're just appreciative and excited that an international magazine like Unleashed has featured such a unique and fun brand like Effing Gear."

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