

STYLE CANADA PRESS RELEASE

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By: Submit Gear Inc

New MMA T Shirts Added to Fall Lineup

MMA Clothing Company Submit Gear adds new designs in time for fall, and the Christmas season.

Submit Gear Fight Apparel has added their new MMA T Shirt designs almost two months before Christmas.

“We’ve added several new designs to the product line including different color combinations” says Joe Nepa, marketing manager for Submit Gear. “Feedback from our customers is important to us. We’ve had several requests for new color options on our gear - so that’s what we’re doing.”

The vast majority of MMA clothing companies traditionally used darker colors like blacks, greys, silvers with their designs possibly because they better resemble a “tough, shady look” that a lot of fighters want to portray as their image. That seems to have changed.

MMA clothing has gone beyond the martial artist showing his colors. It’s become a fashion trend for many, most of which are probably martial arts fans and not so much fighters. Just as there are more hockey fans in the world that there are actual hockey players. MMA clothing companies are moving away from the traditional martial arts designs with fists, flags, and fighting images and are using more non-martial arts related designs such as angels, eagles and spiders.

In the end, it’s all about a quality product with a great design.