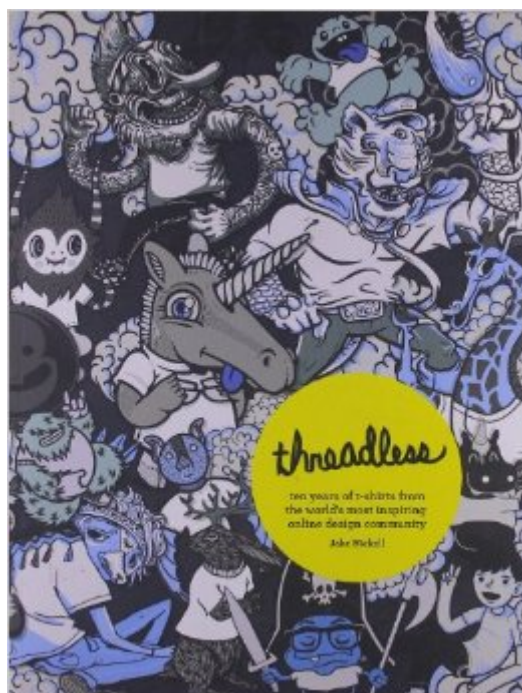


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# Threadless: Ten Years Of T-shirts From The World's Most Inspiring Online Design Community



## Synopsis

Threadless.com is the phenomenally successful T-shirt company with millions and millions of tees sold since it began in 2000. It pioneered the online business model of crowd-sourced or community-driven design, in which people submit designs that are voted on by the site's 1 million users and printed. Over the past 10 years, the company has amassed a vast archive of very cool, very hip, and often very entertaining designs, and Threadless is a spectacular showcase of 400 of the very best T-shirts created by the community--a barometer of art and design over the past decade. Â Much more than a book of extraordinary graphics, Threadless tells the extremely interesting story that inspired Inc. magazine to hail Threadless.com as "the most innovative small company in America." There are also profiles of individual designers and "think pieces" from influential admirers, including design guru John Maeda, Jeff Howe of Wired, and bestselling business/marketing writer Seth Godin.

## Book Information

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Company Profiles

## Customer Reviews

This book should be essential reading for every designer/illustrator/creative person. It's visually stunning and thought-provoking, with hundreds of wonderfully diverse designs spanning an entire decade of Threadless t-shirts. Aesthetics aside, it's also a wonderfully refreshing read. Because this book isn't JUST a collection of the designs you've been browsing/buying for years. It's also a portrait of a company founded by two people who stumbled onto success (fiscal and otherwise). The Threadless co-founders ("the two Jakes") eschew business school buzzwords like "crowdsourcing"

and "collective innovation consortium;" both willfully admit they're not particularly good businessmen and needed outside help when their company took off. They're just a pair of guys who wanted to make some cool t-shirts. Both come off as genuine and incredibly likable, ostensibly proving that success is as simple as a good idea, a passion and a strong work ethic. Hence, the book succeeds on two levels; first as a collection of inspiring/interesting images, second as a wonderful narrative about two friends who pseudo-accidentally monetized a wonderful idea and brought graphic designers together by forming a community/marketplace where good design is both encouraged and rewarded. Halfway through your first reading you'll want to drop everything and open up a new Photoshop file. Buy this book. Then buy another for your best friend.

Length: 1:01 Mins

This book is on the inspiring success story of Threadless, told chronologically through its founders and the designers who submitted T-shirt art on the site. It's really interesting to read about the stuff that happens behind the scenes, the highs and lows of starting a company, the reaction of the community, and basically just building something big from small through trial and error. You also get to see how T-shirt printing from Threadless has evolved over the years with new technology in printing. If you're interested in entrepreneurial stories, this book is for you. On Threadless, the community votes on the T-shirt designs they like. In this book, the selection features not just the highly rated ones, but also the badly rated ones as well, some of which are included because they are highly controversial. Most of the designs are pretty cool, and you get to see a wide spectrum of work and quality. Through the ratings, you can see that the highly rated ones have great concept and makes use of the T-shirt medium really well. I saw one titled Three Keyboard Cat Moon created as a spoof to the Three Wolf Moon T-shirt on . Some inclusion left me scratching my head though. The story of Threadless is inspiring. Highly recommended for designers and the entrepreneurial types.

This book is awe-inspiring. All the designs and down-to-earth stories about the now-successful designers really motivate me to have faith in what I do. It shows how design is always supposed to be fun and be about the people. Just an awesome book! To those who gave it 1 star, I think next time you should read the description more carefully. It's not a book that shows you how to design t-shirts like any tutorial book and what not. Just spend 1 minute considering your buying choice and keep that 1-star for something else.

My brother is a graphic designer. He found this book VERY good. He is a very talented person but you know sometimes you just don't get the inspiration. This book as he says is totally "inspirational". If you want to have ideas about cool designs, this is the book for you!

Threadless.com might be the perfect example of how to launch a dot-com company in the post dot-com bust era. It was founded on a simple idea and a strong community--the idea of an "ongoing t-shirt design competition" in which the winning designs, selected by the community, would be produced. It also allows for community input--people can comment on submissions, make suggestions for improvement, etc. And the profits are shared between the company and the winning designers. This book tells that story, from the early days in which the founders of Threadless were just a couple of design students, through the current state of the company, with a global following, 80 employees and a bricks and mortar store. But as Seth Godin puts it in his short description of Threadless, "This is not about t-shirts." To him, it's about an attitude, "about being willing to fail and relishing the idea of being different...If you page through this book, you'll see example after example of love, art and joy...but not a lot of fear." In addition to capturing the Threadless history and philosophy, the book is a retrospective of some of the best designs, along with stories behind those. And this is where I find the most inspiration--flipping through and seeing all of the brilliant concepts. I have an assignment that I like to give students in my advertising class once they have figured out how to do ads: Now make a t-shirt for your brand. Because beyond conveying a message, a t-shirt has to be something that people want to wear. Something they love enough to want to wear as a part of what identifies them. That's a hard thing to do. But page after page in this book, I see dozens of examples of t-shirt designs that make me laugh, smile, or that I'd like to wear. And that's inspiring.

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