

TUTTO SULLA T-SHIRT IN UNA INFOGRAFICA

La t-shirt è forse la migliore amica di serigrafi e stampatori. Una bella infografica ci spiega tutto quello che c'è da sapere: l'origine, la storia e alcune interessanti curiosità.

Infografica tratta da: blog.spreadshirt.net

DAS T-SHIRT

T-Shirt [tiˈʃɪrt] (Klingon: yvbeH) (sicché) congerico to the species of cutaneous.

Its eponymous shape is significant for the garment. The t-shirt is characterized by its short sleeves and its T-like tailoring.

History

The t-shirt was invented in the late 19th century, when it was only worn beneath a shirt or as workwear.

1920
 The term "t-shirt" itself is first established as a lexical item in Merriam Webster's Dictionary of American English. This manifested the fact that the garment had found its way into society.

1929
 For the first time, t-shirts are printed on for marketing purposes to promote the premiere of the movie *The Wizard of Oz*.

July 13th, 1942
 The cover of LIFE magazine is first to show a printed t-shirt to the wider public.

1951
 Actors such as Marlon Brando and James Dean wear t-shirts in their legendary movies, and they make sure that the white t-shirt becomes iconic for the youth culture of the time.

1959
 The development of plastisol makes detailed and durable t-shirt prints possible.

1960s
 The t-shirt develops into an icon of freedom of speech, personal fulfillment and ready-to-wear art.

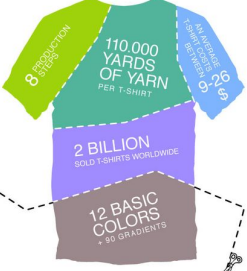
1969
 The US army re-invents the t-shirt for its purposes by printing the soldier's division and name on it. This is the birth of the personalized t-shirt.

1977
 The "LOVE" t-shirt is created as part of an image campaign for New York as a tourist destination.

2008
 T-shirt fans gather to celebrate the first ever international T-Shirt Day.



T-Shirt in numbers



2 billion t-shirts are sold worldwide every year.
 About 1.5 million t-shirts were ordered from Spreadshirt in 2012.

During production, a t-shirt goes through 8 stages until it has developed from a cotton bale to a stocked item.

Until the fabrics for a t-shirt are sewn together, tailoring alone consists of about 20 work stages.

110,000 yards of yarn and 14 ounces of cotton fibers are used in the process.

For the world's biggest ever t-shirt this is not enough.

It is about 78 yards long and 53 meters wide. It weighs 6 tons and covers a total area of 37,845 square feet.

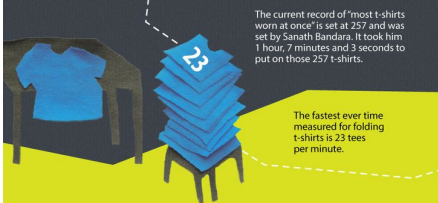
The average standard t-shirt costs between \$9 and \$26.

The most expensive t-shirt ever sold was \$400,000 and was designed by Superlative Luxury.

Customers can choose between 12 basic colors and a further 90 gradients when picking a tee.
 But black is still the most popular t-shirt color. Closely followed by white.

The average citizen owns 23.4 t-shirts. Men own about 3 times as many personalized t-shirts as women.

Records



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