



For Immediate Release

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Usugrow's Shinganist T-shirt Release and Book

Upper Playground is proud to feature Shinganist among the brands in this month's capsule collections. Usugrow, the artist behind the line, brings us five new classic black and white designs all in his signature style. Four of the t-shirts feature different variations of Usugrow's skull designs, while the last presents the artists weapon of choice, the brush pen.

More of Usugrow's work can be found in "Shinganist," a book released last year containing drawings, paintings and sketches, along with art by Mozyskey, Toshikazu Nozaka, Bene and Jun Kaneko.

The new Shinganist collection and the book are now available at all Upper Playground retail stores and online at the Upper Playground web store.

Relevant Links

Upper Playground Stores: <http://www.upperplayground.com/locations>

Upper Playground Web Store: <http://shop.upperplayground.com/>

Shinganist Book: <http://shop.upperplayground.com/p/SHINGANIST/SG50609BK>

Shinganist Store: <http://shop.upperplayground.com/s/brand|shinganist>

Men's Tees:

Ink For Life: <http://shop.upperplayground.com/p/INK-FOR-LIFE/SG38709T>

Pen: <http://shop.upperplayground.com/p/PEN/SG38809T>

Flow: <http://shop.upperplayground.com/p/FLOW/SG38909T>

Reincarnation: <http://shop.upperplayground.com/p/REINCARNATION/SG39009T>

Tohoku Skull: <http://shop.upperplayground.com/p/TOHOKU-SKULL/SG39809T>

Women's Tees:

Ink For Life: <http://shop.upperplayground.com/p/INK-FOR-LIFE/SG38709TG>

Pen: <http://shop.upperplayground.com/p/PEN/SG38809TG>

Flow: <http://shop.upperplayground.com/p/FLOW/SG38909TG>

Reincarnation: <http://shop.upperplayground.com/p/REINCARNATION/SG39009TG>

Tohoku Skull: <http://shop.upperplayground.com/p/TOHOKU-SKULL/SG39809TG>

About Upper Playground:

Based in San Francisco, CA, Upper Playground is the leader in today's progressive art movement with its innovative apparel and accessories line and art galleries. Since 1999, Upper Playground has been recognized as a catalyst for the fusion of fashion with fine art. UP apparel and accessories are designed by local and international artists including Sam Flores, Jeremy Fish, Estevan Oriol, David Choe, and Alex Pardee. The Upper Playground collection is sold in over 300 boutiques worldwide and online. In addition, Upper Playground has stores and galleries in San Francisco, Berkeley, Sacramento, Los Angeles, Portland, Seattle, New York, Mexico City and London.

<http://www.upperplayground.com>

About Usugrow:

Usugrow started drawing in 1993 for various hardcore metal bands, hip-hop groups, album covers, merchandise, clothing brands, shops, and skate companies. He is based in Japan and his black and white illustrations featuring delicate lines and unique lettering style are instantly recognizable. He skillfully and beautifully portrays opposing elements such as skulls and flowers, black and white, yin and yang, all expressing his belief that opposing elements can exist together.

<http://www.usugrow.com>

<http://shinganist.com/>