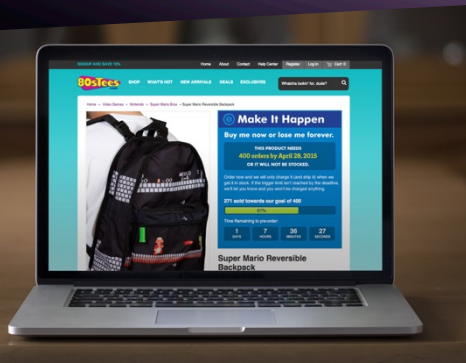


80sTees.com

Branding, customer experience



EXPERTISE PROVIDED

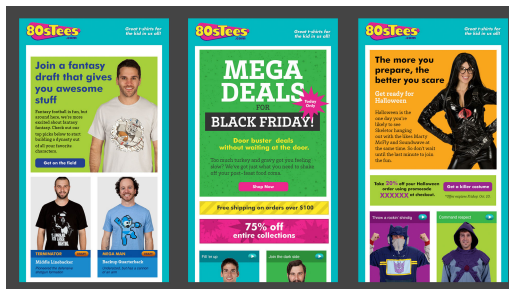
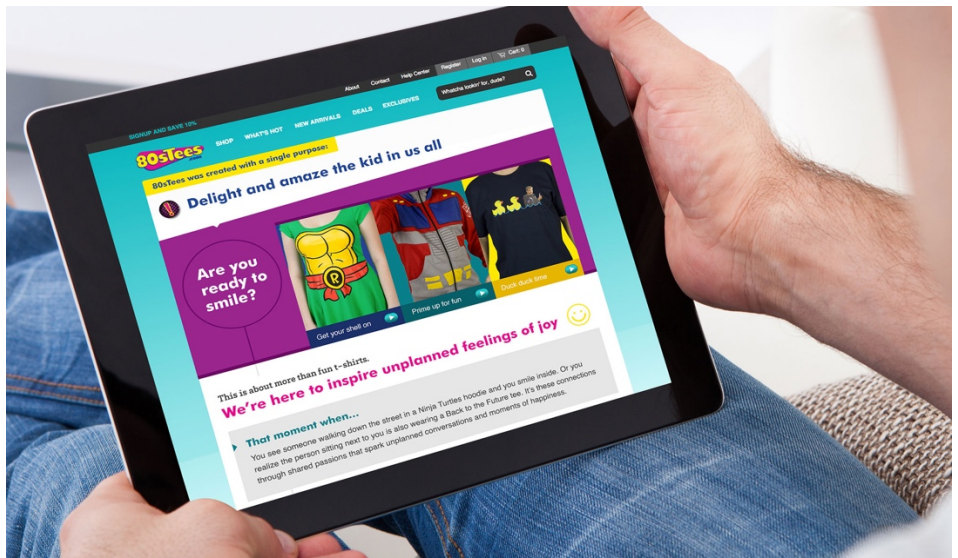
Design

- Web design
- UX design
- UI design
- Interaction design
- Corporate identity

Content

- Content marketing
- Content strategy
- Content creation
- Information architecture
- Copywriting

80sTees, a nostalgic and nerdy t-shirt company, turned to Crowd Favorite to help evolve their business from “just another t-shirt shop” to a community of 80s geeks, fans and followers.



Challenge

80sTees had been successful as one of the internet's first sources for cool t-shirts. As the competition grew, they realized they wanted to become more—they wanted to build a community of 80s enthusiasts.

Solution

Crowd Favorite's user experience design experts worked closely with 80sTees to translate their pop-culture t-shirts into a cool customer experience. We developed a brand handbook, including a visual and verbal identity, and email and social media campaigns, help their unique personality shine.

