Crowd Favorite

80sTees.com

Branding, customer experience

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.

EXPERTISE PROVIDED

Design

Web design
UX design
UI design
Interaction design
Corporate identity

Content

Content marketing
Content strategy
Content creation
Information architecture
Copywriting

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.







