

New Apparel Brand Embodies Technosocial Message



Huntington, Nov 5, 2019 (Issuewire.com) - A new apparel brand called Laug Auf, offering clothing and gear for the crossover athlete, has opened up shop at laugauf.com. Laug Auf, a mashup of Estonian and German (pronounced “log off”), translates to “Eyes Open.” The homonym is deliberate.

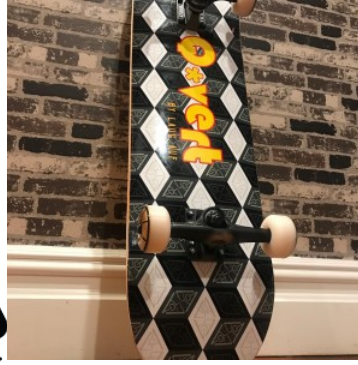
As Co-founder Axel Yberg says, “Laug Auf is for this next generation, intended to inspire and encourage them to live without boundaries, define themselves as they want to, and believe in their potential. And, equally important, to remind them that if they keep their heads buried in their phone most of the day, they won’t be able to do that.”

Co-founder Matt Gai continues, “We call them ‘Generation Delta’: the generation of change. If they live with their eyes open, they’ll become that change. And that’s what our world so desperately needs right now.”

Beyond selling hats, shirts, hoodies and custom skateboard decks, Laug Auf strives to be a company that does well AND does good. They donate 10% of their net profits to different worthy causes throughout the year. For November, they have chosen the non-profit organization Exposure Skate that empowers young females through skateboarding clinics and competitive events.

To find out more about Laug Auf, visit www.laugauf.com

“With your eyes open, you turn your life on.”



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