

Boise Based SOS Apparel Announces Clothing Line Launch

The skate inspired streetwear brand captures the spirit of Boise creative culture with their premium line of shirts, hooded sweatshirts, hats and more. The online store will launch this weekend on 11/21 with a downtown micro store experience.



Boise, Nov 19, 2020 ([Issuewire.com](https://www.issuewire.com)) - Streetwear brand SOS Apparel hits the streets of Boise with the launch of their skate/street clothing line inspired by the local community and the young creatives who thrive there. The SOS brand was created with Boise in mind, and aims to be a voice for Boise's counterculture and more. Alongside the launch of their [online store](#) this Saturday (11/21), SOS is also opening their Capitol Blvd micro store on the same day, and serves as a local preview for SOS's diverse street/skate inspired line of shirts, hats, jackets, hooded sweatshirts and unique seasonal collections.

The SOS idea was conceptualized and built out during the pandemic. It was during the early months of 2020 that designer Ian Hoey had a moment he describes as "I wasn't sure what was going to happen next in the world, but I knew something could be created to bring together the Boise community". Working in apparel was helpful to give SOS a head start, but the purpose behind the line was front and center. "I know SOS is a high quality apparel brand that will bring people together, and will be a sort of fabric of Boise and beyond. I want it to be more than a shirt or jacket, I want people to feel like they are part owners of the brand."

For the micro store opening, visitors will experience a safe, experiential shopping environment, with a deep cleaned store that includes staff wearing masks while limited guests are allowed inside on rotation. With the Boise micro location treated more as a showroom, customers will be able to shop online while simply checking out some of the product in-person if they are in the downtown Boise area. Although the store is quickly approaching an opening date, there has already been growing word of mouth from early excitement and grassroots efforts amongst local tastemakers. "I know we're on to something because I'm now getting messages daily about the brand" says Hoey. "I think with apparel it's really hit or miss, and because we're doing this from a place of community and creativity, it's going to be an amazing experience."

SOS Apparel's online store will launch this Saturday at [www.SosApparelCo.com](#) and the micro store opens this Saturday (11/21) at 12pm. The first 20 in-store guests get a free SOS hat and sticker pack.

About SOS Apparel:

We are survivors. SOS is a counter culture rooted not only in skate and streetwear, but in the ideals of surrender to all circumstances, finding hope in the chaos. Born in a historical year filled with uncertainty, loss, isolation, and despair, SOS stands for the idea of embodying the power, strong in community, to weather the storm. SOS Apparel can be found online at www.SosApparelCo.com and at our retail store at 104 S Capitol Blvd in downtown Boise.

SOS Apparel

104 S Capitol Blvd

Boise, ID 83702

www.sosapparelco.com/

[Download/View SOS Photos and Assets](#)

Media Contact:

Bradley Public Relations

Press@BradleyPublicity.com



Media Contact

Bradley Public Relations & Marketing

Press@bradleypublicity.com

Source : SOS Apparel

[See on IssueWire](#)