Ethos Scarf Co is proud to announce the world's first hybrid scarf, The Fusion.

Ethos Scarf Co LLC is a dedicated scarf brand which pushes the boundaries in the overlooked accessory category of scarves. Our vision is to expand how people see scarves and provide another avenue of personal expression.



Nashville, Nov 14, 2020 (Issuewire.com**)** - Ethos Scarf Co is proud to announce the world's first hybrid scarf, The Fusion.

"Our vision is to expand how people see scarves and provide another avenue of personal expression"

Partnering with some of the best licensing agents in the industry, Ethos has quickly established itself as a key player in the lifestyle market - creating a brand around the overlooked category of scarves.

Co-founder Alan Foster, a third-generation scarf knitter from England (dubbed The Scarf Wizard), invented the Fusion while on a train from London to Leeds.

Alan explains, ***"The idea sparked by looking at how our brand inspirations were altering the way their industries did business. We all know the market leaders in socks and headwear, both of those products have been hugely impactful for me and my co-founder's vision for Ethos.***

I've spent 12 months perfecting THE FUSION SCARF; not only is it an awesome fashion scarf for our customers and a great marketing product for our licensing partners - but what I'm most excited about is the technical process of a unique seamless switch, mixing two types of materials to make the fusion work. It truly groundbreaking!"

Manhead Merchandise LLC, longtime music merch and licensing agency appreciated the potential of the fusion scarf early on, becoming quick licensor partners. Providing licenses for musical acts such as Panic at the Disco, Weezer, Machine Gun Kelly, and more, have allowed Ethos scarves to land their initial online retail agreement with Rockabilia.com.

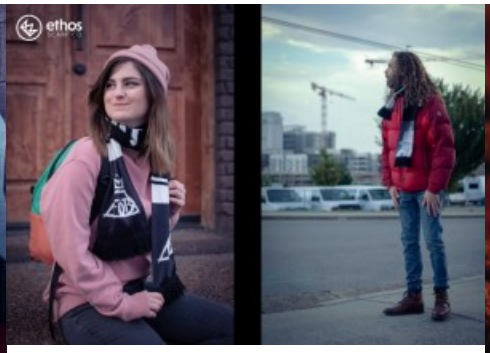
Ethos is pushing the boundaries for scarves which includes its own inline collection.

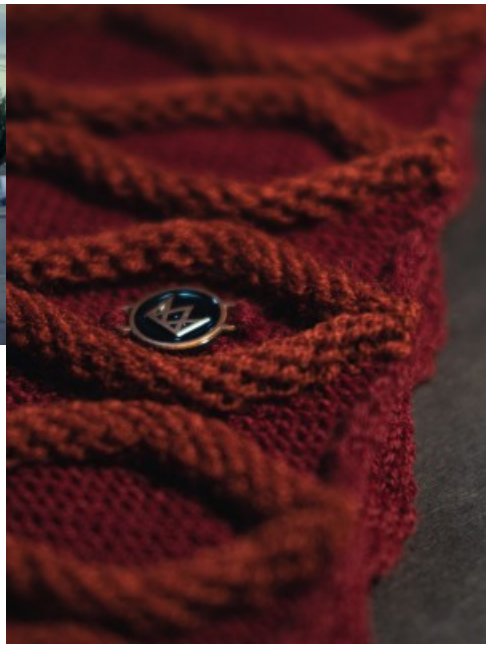
Co-founder Trenton ***"Our Heirloom Range really offers the maximum experience of what Ethos represents, we have big plans for 2021, moving more into retail and increasing our D2C presence"***

The potential of the Ethos Fusion is going to change the future of scarves, allowing the impossible design to now is possible while still functional as a daily wearable scarf.

www.ethosscarves.com







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Source : Ethos Scarf Co

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