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Caleb Clothing Company. Clothing Made To Entertain and Teach.

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/24-7PressRelease/ - LOS ANGELES CA, January 30, 2008 - When people think of "street-wear" clothing lines, they automatically think baggy clothes, gold chains, and some well known boots with the cuff tipped up so you can see the name. Today however, street-wear has gone beyond the baggy look and chains, and it continues to reach new heights.

Introducing Caleb Clothing Company , an exclusive street-wear line that was started with the desire to create a clothing company geared towards entertainers as a hobby. The clothing line is for today's diverse fashion climate for men as well as women. Street-wear style clothing is one of the most successful industries in the world today. This trendy style originated from the streets of New York and traveled throughout the entire nation, not stopping here, it has continued to grow reaching international bounds and fans from your average joe's to well known celebrities from actors, athletes, musicians to students.

The film and music inspired company was founded by a fellow Filmmaker; who at a young age dreamed of becoming a Portrait Artist, and designing shirts seemed to come so naturally. What started out as a hobby soon became the foundation and inspiration to what would soon become the Caleb Clothing Company .

This "hobby" evolved into more than just a pastime for Mr. Gordon, and eventually it was realized that the concept of creating clothing geared towards conscious Artists of integrity that "create art that that creates change" was more than a concept but a lifestyle that has a growing fan base in today's youth culture. Street-wear fashion is a distinctive style, a combination of urban, college-prep and trendy .

"our company is considered the canvas for all Artists of integrity that create mainstream art with an "un-mainstream" message" says the owner Danso Gordon, "Caleb is a voice to those that believe one's motivation in life should be deeper than fame or fortune and we express this belief with every stitch of clothing sewn. This is more than a clothing line - it's an art form and our life is the canvas".

Armed with a firm belief that "success without significance" is not true "success", the Caleb Clothing has a desire to truly affect the entertainment industry by creating a community of like-minded Artists that can network with each other in order to increase the exposure of entertainment with a message. The company is here to create more than a clothing line that simply sells products , but a community of like-minded individuals that ultimately make a positive impact in the world through the arts."we're here to create more than just a business, we're creating a brand with a purpose"

Today the company is quickly gaining momentum not just with their original designs but also with the meaning behind them. Caleb currently sells custom designed tees, with plans for introducing upscale suits, jackets, shoes to their growing line. They have recently released their new line of designer hoodies and custom denim jeans. Their merchandise can be seen in stores from Los Angeles and New York.

They would like to see their line one day reach those in the celebrity circles here in the U.S., as well as in other parts of the world, and is working towards a an opening on Sunset Blvd.

Street wear is a prominent part of popular fashion as a whole across the world and for all ethnicities. "The line isn't for any particular racial demographic but for a particular state of mind rather" Says Mr. Gordon. Caleb Clothing complements the expressions and attitudes of todays street wear culture.

***Currently Caleb is preparing for the upcoming Feb.12-15 MAGIC Fashion trade show being held in Las Vegas. Caleb Clothing is managed by Caleb Productions Inc, out of the greater Los Angeles area. The short film "COLE", co- produced by Caleb Productions will be in the short film circuit during 07-08; already garnering a best Actor award at the 2007 Playhouse West Film Festival. Caleb Productions is also in the process of developing the full-length feature "I am Normal".

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