

Press release

LowRez RetrosHIRts offers fusion of video gaming pop culture and fashion

Order online under www.lowrez.de

Cologne, July 23, 2008 – Jump back in time – the retro style is en vogue again. This holds not only true for catwalks in Milan, Paris and New York, but also for the Internet. Under www.lowrez.de the online shop LowRez RetrosHIRts offers a successful fusion of gaming pop culture and fashion with its wide range of different motifs from the golden age of arcade and video games. Especially today, where video games are – above all – characterized by their 3D-graphic splendor and less by their fun factor and innovation, classic games enjoy a comeback.

Anything goes: The creative influences range from the energy and the looks of the 70s to the screaming colors and the rebellious attitude of the 80s. LowRez RetrosHIRts evokes memories, long believed lost, of the time of the digital revolution. Fans and collectors can no longer only act out their passion in the privacy of their homes, but also express it in a stylish way. Several T-shirts and other pieces of clothing with pixel motifs, inspired by the golden 8-bit ages as well as the former arcade cabs and consoles, as well as textile prints starring popular heroes of the user's childhood and teenage years can be ordered here.

Roland Strunk, who founded LowRez RetrosHIRts in 2004, has been an enthusiastic video gamer since his childhood. He created the first T-shirts as a hobby and because he loved the nostalgic memories – of the „Atari VCS 2600“ console or the home computer „C64“, just to name a few. Since then, he has continuously expanded his motif range and has divided it into pixel, vector, scanline and retro designs.

Apart from presentations in the gaming publication „GEE“ and the culture and lifestyle magazine „goon“ located in Berlin, LowRez RetrosHIRts has also been featured in the American Internet TV show „Coin-Op.TV“ and GIGA's retro gaming TV show „Telespiel“.

LowRez RetrosHIRts: <http://www.lowrez.de>
Pressebilder: <http://www.lowrez.de/presse>