

Hollywood's Biggest Night Gives Boost to a Woman-Owned Apparel Company Shaking Up the Boring Men's Undershirt Industry

The World's Most Famous Swag Bag Given to Top Oscar® Nominees to Include Fun T-shirts by Premium Apparel Brand Bored Rebel®

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HAYMARKET, Va.

Bored Rebel, the buzzy apparel brand behind Graphic Undershirts™, is honored to be featured in the prestigious “Everyone Wins” swag bag for a second consecutive year. These iconic gift bags, curated by Los Angeles-based Distinctive Assets, will be independently presented to Oscar nominees in the leading acting and directing categories, as well as to this year’s host, Jimmy Kimmel. The 96th Academy Awards ceremony will be held on March 10, 2024.

Oscar nominees such as Emily Blunt, Bradley Cooper, Robert Downey Jr., and Robert De Niro will each be gifted a Bored Rebel t-shirt, featuring a custom design tailored specifically for them. These unisex tees, known as Graphic Undershirts, feature distinctive vertical text down the center of the shirt. The print is strategically placed so that the shirt can be worn as a base layer under a dress shirt without the print showing through.

Here are some highlights from the celebrity swag bags:

- America Ferrera's "Literally Impossible" tee pays homage to her viral Oscar-worthy monologue
- Emma Stone's "I F***ing Sparkle" shirt reflects her undeniable sparkly brilliance
- Ryan Gosling's "It's a pink world and I'm just in it" Graphic Undershirt celebrates his epic performance as Ken
- Martin Scorsese's "G.O.A.T." shirt requires no further explanation

“It’s the most fun task to come up with a unique shirt for each Oscar nominee! Some of the t-shirts reference the film for which they were nominated and others are based on what is publicly known about them. All of the shirts we sent to LA ahead of the big event are a tribute to the nominees and their inspirational accomplishments,” says Stacy Flax, founder and CEO of Bored Rebel.

Flax adds, “To be selected for two years in a row is an enormous honor for which we are very grateful. It’s incredibly hard for small companies like ours to get the word out about the cool things that we’re doing. Our selection this year is a huge boost. The timing couldn’t be better as we’re beyond thrilled to have just launched with our first major retailer, Nordstrom. Our goal of disrupting the arguably dull men’s undershirt market is well on its way!”

The “Everyone Wins” Nominee Gift Bags are NOT affiliated in any way with the OSCARS® or the Academy of Motion Picture Arts & Sciences. A.M.P.A.S. does not award, sponsor, endorse or provide these Gift Bags. Neither the Academy nor Distinctive Assets wants there to be any association in the media between “Everyone Wins” Gift Bags and the Oscars® or the Academy.

About Bored Rebel

Bored Rebel is passionate about transforming everyday essentials into canvases of creativity and comfort. Bored Rebel's Graphic Undershirts™ are thoughtfully designed with extreme attention to detail and are crafted from the softest premium fabric. They are available in dozens of different styles, with not a single one being boring. Donating at least 10% of profits to charities is just one of the things Bored Rebel does to spread happiness and empowerment.

About Distinctive Assets

Established in 1999, Distinctive Assets is a niche marketing company offering celebrity seeding, business development, and branding opportunities within the entertainment industry and beyond. Distinctive Assets spearheaded the proliferation of award show swag and boasts an impressive resume of prestigious events that includes the GRAMMYs®, Latin GRAMMYs®, Tonys, American Music Awards, Kids' Choice Awards, BET Awards, CMA Awards, and Academy of Country Music Awards.

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