

## Bored Rebel® Graphic Undershirts Selected for the “Everyone Wins” Nominee Gift Bag

Celebrities can now ditch their boring undershirt for a Graphic Undershirt™ that says something — literally — about who they are

*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.*

February 28, 2023

HAYMARKET, Va.

Bored Rebel is thrilled to be included in this year’s “Everyone Wins” Gift Bags given independently to Oscar nominees. Arguably the world’s most famous swag bag, these curated gifts have been produced by niche marketing company Distinctive Assets out of Los Angeles for over two decades.

[Bored Rebel](#), an apparel innovator, makes graphic t-shirts designed to be worn under a dress shirt without the print showing through. These patent-pending Graphic Undershirts™ feature a vertical printed design that is centered under the buttons and thicker fabric on a dress shirt, hiding any print underneath.

**Nominees** in the major acting and directing categories received Bored Rebel shirts with sayings including:

- Unleash Your Inner Superhero™
- Today is a Great Day
- My Dog Thinks I’m Awesome
- That’s a Hard No
- Being Kind Kicks Ass

Similar to fun options consumers have from underwear brands, Bored Rebel premium unisex shirts are a clever way to add personality to a wardrobe.

“It was incredibly fun to figure out which shirt should go to which Oscar nominee,” says Stacy Flax, Bored Rebel’s founder. “We’ve only just launched our products a few months ago. I’m extremely grateful that we have this amazing opportunity.”

Among those praising Bored Rebel's products, renowned Hollywood bespoke suit designer [Leonard Logsdail](#) called Bored Rebel's shirts "exceptional".

Bored Rebel shirts are available at [BoredRebel.com](#) and at select fashion retailers in the United States.

Bored Rebel contributes at least [10% of profits to charitable causes](#), including donating "You've Got This" Graphic Undershirts to workforce development charities that help people dress for job interviews and careers.

### **About Bored Rebel**

*Bored Rebel® is an apparel company founded in March 2021 by Stacy Flax. Bored Rebel is the creator of Graphic Undershirts™, a category of undershirts with printed designs on them. [Sign up for emails](#) to not miss out.*

### **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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