

## Woman-Owned Brand Transforming Boring Men's Undershirts While Tackling Mental Health Stigma

### Bored Rebel® to Raise Awareness and Funds in Support of Mental Health Awareness Month

*April 25, 2024*

*McLean, Va.*

Bored Rebel®, a woman-owned brand revolutionizing mundane men's undershirts, is proud to support Mental Health Awareness Month this May. As a company born out of burnout recovery that has garnered worldwide attention for both its innovation and inclusion in the ultra-famous "Everyone Wins" gift bag presented independently to select Oscar® nominees, Bored Rebel is using its platform to address mental health stigma. Bored Rebel is thrilled to announce the launch of their bold F STIGMA limited edition capsule collection. In a heartfelt desire to make a real impact, the company will donate 100% of the profits from this collection to charity.

The F STIGMA collection from Bored Rebel features three Graphic Undershirts™, each showcasing a patent-pending design that is centered vertically to align under the thick part of the fabric by the buttons on a dress shirt so the print won't show through. The Collection features graphic designs that read:

- F STIGMA
- mental health is health, people
- my therapist says

"Bored Rebel is an ambitious advocate for decreasing the stigma around mental health," says Stacy Flax, founder and CEO of Bored Rebel. "This comes from a very personal place for me as I created this company while I was recovering from my own severe workplace burnout. We are still a small business, but we've had some big opportunities recently that allow us to raise our own high bar for putting our irreverent brand of good out into the world."

All profits from the sale of each limited edition t-shirt, available on [BoredRebel.com](https://BoredRebel.com), will be donated to the National Alliance on Mental Illness (NAMI), the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

A selection of Bored Rebel Graphic Undershirts™ is also available at Nordstrom and in other fine apparel retailers around the United States.

Flax adds, "We're so proud that a company like Nordstrom is helping to tell the Bored Rebel brand story. How many companies get to say that their brand video on a site like Nordstrom.com not only showcases their awesome products but also brings attention to a mental health challenge like burnout?"

## About Bored Rebel

[Bored Rebel](#), an apparel innovator, makes premium quality 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. They can be worn as a base layer or t-shirt by men and women. Bored Rebel is proud to contribute at least 10% of all 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.

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