

Critical Mass Apparel May Have The Next Big Thing In Apparel-Art Based Cannabis Apparel Made in USA

Dr. Zeus meets Alice and Wonderland might be the best way to describe the art on apparel. A bit of Picasso and Brito and it's green and made in the USA.

UPLAND, CA, USA, May 29, 2014 /EINPresswire.com/ -- The [Critical Mass Apparel](#) Brand has been created to bring art to apparel utilizing a green process (Kinetic Colorization). The brand has spent years of research to bring this green process to the market and has combined this process with four world class fabrics: Blown Silk, Italian Chermouse, light weight thermo fleece, an ultra high wicking moisture management fabric and world class art.

All of the fabrics can be hand and machine washed and machine dried. The company calls this DRY CLEANER FREE (™) which saves time, money and is better for the environment.

Critical Mass Apparel's retention of world class artists, art and graphics design specialists collaborate to create the Critical Mass line of apparel. The artists create the image for their fabrics. All apparel comes signed with the artist's signature.

Dan Fenelon, an artist that helped start Critical Mass by infusing a blend of pop, cartooning, modernism and tribalism along with an explosion of vibrant colors or black and white. Cartoons were a big influence on Dan growing up. His formal education at the School of the Museum of Fine Arts allowed him the time to develop a deep understanding of the history of art through the ages which has had a profound impact on his own personal style. Fusing these different ideas together has become the foundation for his art and the new "EDI" or Ever Body Is Doing line.

"The new Critical-Mass Apparel brands cannabis culture art work for [cannabis apparel](#), which is not only cool but it is an absolute genesis" stated Burt Buser from NAPA Valley.

Take a look at the band IRONTOM at BOTTLE ROCK in NAPA AT THE END OF May 2014 and the NEW EDI beanies. "They ROCK" stated Dane Sandborg the bass player from IRONTOM.

The art and apparel have been a year in development for the "EDI" or Every One Doing It line by Critical-Mass Apparel. Dan Fenelon led the development of a 420 (cannabis culture) based product line. The new line is being picked up well beyond those companies that sell t-shirts. It is also been selected by "boutiques nationwide. That's because it's hip and the art is way beyond

cool," stated Barbara Carlsen, Sales Director for Katmandu and it's Critical Mass Apparel Brand.

Through the use of Kinetic Colorization, a green technology based in Southern California, the company is producing a full line of beanies, headbands, hoodies, and crew neck jerseys without the use of chemicals or water in an eco friendly manner. The artwork is a pure genesis and comes from New Jersey based artist Dan Fenelon. Dan and Critical Mass worked hundreds of hours creating the characters and names in the artwork.

Critical Mass Apparel is developing [art apparel](#) for SUP, Cycling, Surf, Skate, Snowboarding, Skiing and more, all based on the work of Dan Fenelon. All products are made in California.

The Critical-Mass Apparel line of products can be recycled the brand does not use chemicals or solvents to color. Neither do they pollute the environment, nor do they have a very low carbon foot print.

For dealer information on our eco friendly apparel go to www.katmanduinc.com and fill out the contact form and one of the company's sales and marketing associates will call within 24 hours.

KATMANDU is a lifestyle based fabric and apparel color house that has colorized both fabric and apparel for active wear, fashion, home and hospital markets for the past 8 years. They have a strong foundation with the green technology as they do not use water or chemicals but paper and bottles of aqueous based mineral dye that uses process called Kinetic Colorization™ which is a major competitive advantage (they are green and color at the fiber level not on the surface of the fabric). Keeping an eye towards developing a mid to high-end brand that Katmandu purchased called Critical Mass Apparel. It is now time to sell the brand and on the fastest growing part of the retail market place the internet.

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