

Goodwear USA Celebrates 40 Years of Authentic American Clothing

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ESSEX, MA, UNITED STATES, May 3, 2023 /EINPresswire.com/ -- Goodwear USA, the pioneer of the heavyweight cotton tee, is proud to celebrate its 40th anniversary. Established in Boston in 1983 by Steve Liquori, Goodwear has been a leading voice in the support of American textile and clothing manufacturing, remaining 100% made in the USA throughout their entire history.



Goodwear USA Celebrates 40 Years

Independent and family-owned since the beginning, Goodwear has built an evergreen brand in the 100% cotton styles they spearheaded in the early 1980's. Around the world, Goodwear has gained a following for their unwavering commitment to a top-quality product, and an entirely USA-based supply chain.

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Steve Liquori

"I am so humbled to be celebrating our 40th anniversary," said Steve Liquori, founder. "Since the very beginning, we have remained steadfast in our mission to create authentic American-made clothing using the finest materials and craftsmanship. It's been an incredible journey, and I am grateful for the decades of support from our customers."

Goodwear's success can be attributed to the timeless

styling of their collection, and the durability and comfort found in each piece. The brand's [cotton basics](#), including [t-shirts](#), sweatshirts, shorts, and other daily essentials, are produced in many of the same places and by the same people they were decades ago.

"We've come a long way to reach this milestone, but operate with the same values and goals we

started with" says Peter Liquori, son of Stephen, and at the helm of their direct-to-consumer online store (www.goodwear.com). "I grew up with Goodwear as a backdrop through my whole life. In today's age of fast fashion and disingenuous brands, continuing the Goodwear legacy - everyday styles made in the USA - is a true privilege".

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Stephen Liquori

Goodwear USA

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