

# Absolutely Ridiculous (ARiA) Lands Investment from DSG Ventures

*Funding Will Support the Growth of Pioneering Creative Endeavor's Product Lines and Infrastructure as Absolutely Ridiculous Seeks to Reach New Audiences*

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/EINPresswire.com/ -- Absolutely Ridiculous (ARiA) – the groundbreaking creative endeavor that aims to inspire self-expression in sports through art and collaboration – has received a significant investment from DSG Ventures, the \$50 million in-house fund established by DICK'S Sporting Goods to invest in innovative companies that advance sport and share the DICK'S belief that sports have the power to change lives.

The investment will support the ongoing growth of the brand's core baseball and softball product lines and the development of new concepts and designs as Absolutely Ridiculous expands its reach into basketball, golf and other sports. It will also be used to fund both the addition of new team members and key infrastructure like Studio X, a unique creative space designed to foster collaboration between athletes, artists, entertainers and others that is set to launch this summer at the Absolutely Ridiculous headquarters in Nashville, TN.

Absolutely Ridiculous was founded in 2021 by the award-winning artist known as "X" and first gained notoriety with his concept of a baseball glove designed to look like a melting ice cream cone that proceeded to sell out online in only seconds.



absolutely  
ridiculous®  
*imagined by X in Nashville, TN*



Absolutely Ridiculous Ice Cream Glove

That inaugural design became the cornerstone of a novel, boutique-style brand that challenges cultural norms in sports and breaks the mold of traditional sporting goods by re-imagining baseball and softball gloves, sliding mitts and other equipment as functional pieces of art through innovative designs blending elements of art, fashion, luxury, music, pop culture and sports. With its focus on originality and commitment to quality – along with a drop model that creates nearly-unparalleled excitement around new product releases – Absolutely Ridiculous has quickly built an enthusiastic following, ranging from Major League Baseball players Jazz Chisholm Jr. and Luke Weaver to current and former athletes of all ages to collectors, pop culture enthusiasts and fans of art and fashion.

Absolutely Ridiculous won a 2022 NEXT Award from the Nashville Entrepreneur Center in the category of Emerging Music, Sports and Entertainment Companies, and recently made history as one of the youngest brands ever to be featured in the popular video game, “MLB The Show.”

“DSG Ventures and DICK’S Sporting Goods understand our mission and the many layers of what we are trying to build with Absolutely Ridiculous, and we are grateful for the confidence and belief in our brand that this investment signifies,” said X. “As Absolutely Ridiculous evolves, this funding will help us do more of what we do best – create innovative designs and one-of-a-kind experiences for our loyal customers – while also allowing us to continue challenging the norms of art in sports through unique forms of on-field self-expression for a growing number of athletes, fans and collectors and keep driving positive change in the sports world.”

“Absolutely Ridiculous is bringing so much innovation and excitement to sports,” said Morris Liao, Vice President of Finance at DICK’S Sporting Goods, “We’re thrilled to help fuel their growth and we look forward to their continuing mission to deliver unique, high-quality products to athletes.”

#### About Absolutely Ridiculous

Founded in 2021 by former athlete and award-winning artist “X,” Nashville-based Absolutely Ridiculous Innovation for Athletes (ARiA) is a creative endeavor that reimagines sporting goods as functional art, collaborating with influential brands and individuals on innovative designs that break the mold of traditional sporting goods by blending elements of art, fashion, luxury, music, pop culture and sports. The inaugural Absolutely Ridiculous concept was a baseball glove designed to look like a melting ice cream cone, which sold out online in mere seconds. The company’s product line has since grown to include an array of unique, game-ready baseball and softball gloves – all meticulously crafted using professional grade Kip leather – as well as sliding mitts, headwear and leather care products, with new concepts released through a “sneaker culture” drop model that creates both a buzz and demand nearly unmatched in the industry.

The novelty, creativity, quality and emphasis on self-expression that are at the heart of the Absolutely Ridiculous brand resonates with everyone from current and former athletes to collectors to art and fashion enthusiasts, and have helped quickly elevate the company’s profile

at some of the highest levels of the sports world. Miami Marlins All-Star Jazz Chisholm Jr. – one of the first big leaguers to use an Absolutely Ridiculous glove – is a partner in the company and also serves as its Director of Culture, and Absolutely Ridiculous became one of the youngest brands ever to be featured in “MLB The Show” with the inclusion of several of its gloves and other items in the 2023 edition of the popular video game. While continuing to expand its baseball and softball offerings, Absolutely Ridiculous is also widening its focus with the development of new concepts that will bring its groundbreaking, one-of-a-kind designs for basketball, golf and numerous other sports. Learn more and stay up to date on product launches and other news at [AbsolutelyRidiculous.com](https://AbsolutelyRidiculous.com).

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