Big Woofer Wear Spotlights Road Dog Tee and the Big Dog Story Behind the Brand

The USA printed apparel brand shares how big dog life inspired its first tee and continues to shape favorites like Road Dog.

INDIANAPOLIS, IN, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Big Woofer Wear, the USA printed apparel brand built for large and giant breed dog lovers, is spotlighting the real life big dog experiences behind its growing collection of humorous tees. From the brand's original design to current favorites like Road Dog, Treat Dealer, and Boop Definition, the collection is rooted in the kind of moments big dog owners recognize immediately.

The idea for Big Woofer Wear began with a family joke. Founder and creative lead Sherry Long was talking with her mom, who regularly brought her eight pound Yorkie, Cocoa, to work. Thinking about her own 80 pound Labrador, Ryder, Long made an observation that quickly became a T shirt idea: "My dog's poop is bigger than your dog."

That joke became Big Woofer Wear's first design and helped establish the direction the brand still follows today: create apparel around the specific humor, quirks, and oversized personality of living with a big dog rather than relying on generic pet slogans.

See the original design here: https://bigwooferwear.com/products/dogs-poop-bigger-t-shirt

Ryder, Long's yellow Lab, became an important part of the brand's identity. Ryder passed away in December 2025 at age 11. His mix of loyalty, personality, and mischief helped shape the perspective behind a company created specifically for people who understand couch takeovers, counter surfing, oversized paws, enthusiastic greetings, and the other everyday realities that come with sharing a home with a large dog.

That same point of view carries into the Road Dog T Shirt, now featured among the Big Woofer Nation Favorites on the Big Woofer Wear homepage. The original design features a Labrador wearing a motorcycle style helmet and goggles, combining big dog personality with an open road aesthetic aimed at owners who like to take their dogs along for the ride.

Long's connection to the open road predates the brand. She has ridden her own Harley-Davidson since 2002 and spent 22 years as marketing director for her family's Harley-Davidson dealership in Indiana. The Road Dog design sits at the intersection of the two things she knows

best: motorcycle culture and life with a big dog.

The Road Dog concept has since expanded into a dedicated collection with versions inspired by breeds including German Shepherds, Great Danes, and Goldendoodles. For shoppers looking for big dog motorcycle T shirts, the growing collection offers a breed specific way to celebrate the connection between dogs, their people, and the adventures they share.

Other Big Woofer Wear favorites lean into the shared vocabulary of dog ownership. The Treat Dealer T Shirt turns the familiar snack negotiation between dogs and their people into a simple wearable joke, while the Boop Definition T Shirt celebrates a word that needs little explanation among anyone accustomed to a large nose appearing unexpectedly in their personal space.

The common thread is specificity. Big Woofer Wear designs are intended to feel recognizable to people who actually live with large and giant breed dogs, whether the joke is about treats, slobber, zoomies, couch space, oversized paws, or a dog's determination to follow its person everywhere.

Big Woofer Wear's tees are printed to order in the United States using soft, ring spun Gildan Softstyle shirts or equivalent premium blanks. The brand uses water based, OEKO TEX certified inks through its network of print partners, while the printed to order model helps reduce excess inventory and overproduction.

Tees are proudly printed, packaged, and shipped in the United States. Big Woofer Wear also offers free shipping on orders of three or more tees and a 30 day guarantee, with refunds available for qualifying damaged, defective, or incorrect items.

From the joke that inspired its first shirt to the expanding Road Dog collection, Big Woofer Wear continues to build its catalog around one idea: big dog people do not need another generic dog shirt. They want something that feels like their dog, their stories, and their pack.

"Big Woofer Wear started with one joke that only a big dog person could fully appreciate, and that is still how we approach the brand today. We want every design to feel like it came from a moment our customers have actually lived with their dogs. Road Dog, Treat Dealer, Boop, and the rest of the collection are different versions of that same idea: if you're part of the big dog pack, you get it." - Sherry Long, Founder and Creative Lead, Big Woofer Wear

About Big Woofer Wear:\
Big Woofer Wear is a USA printed apparel brand creating funny and stylish T shirts for large and giant breed dog lovers. Inspired by the specific humor and everyday chaos of life with big dogs, the brand offers original and breed inspired designs printed to order in the United States on soft, premium tees. Big Woofer Wear combines big dog pride, humor, and lower waste printed to order production while building a community for people who believe life is better with a big woofer by their side.

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