

ATTSH: Say it through T-shirts

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KATHMANDU, July 20: Getting rightly sized and perfectly designed cloth may not be an easy job. But if there is a destination that gives a purchaser wide array of options to choose among the designs, size and print that appeals one then it is always a delighting factor. Attsh is one such place to go for. T-shirts here are for every one as they are available from size 22 to 54 or from Baby size to 4XL.

It is not just the varied size options they offer, what makes their products stand out from the rest is the facility of having the eye-catching one-liners and imaginative designs that encourage youngsters to speak their mind and flaunt their attitudes. Customers here can choose variety of prints from computer cutting film print or rubber print, photo process print, screen print, which is available in different formats. Besides, prints can also be done on steel badges and souvenir T-shirts, windcheaters etc.

With their first major assignment of making prints in all the T-shirts for the Nepali team for SAF games in 1999, Shahi brothers have come a long way.

'It all started with the valued support and encouragement of my brothers and my dear Korean friend, says Bijay an inquisitive CEO of Attsh-Art Transfer T-shirt House.

With a high-capacity machine and foreign technology Attsh can print twelve colors at a time. They claim to be the first one to introduce rubberized technology in the country. Like prints, their cloths are also durable. Unlike ordinary T-shirts, Attsh T-shirts undergo a five thread stitching process. This makes these T-shirts durable and non stretchable. A T-shirt with desired print can be purchased for Rs 425-Rs 475. If one wishes the design of their choice to be flaunted in the T-shirt then it can cost up to Rs 2,000 depending upon the size of the image. They charge Rs. 350-Rs 700 to print the word. "Ours is the only place where one can make a completely one-piece T-shirt in the entire world with not more than 2,000 bucks," says Shahi.

The T-shirts available at Attsh are either 100 percent pure cotton or the blend of nylon and cotton. A pure cotton T-shirt with no prints can be purchased for Rs 125-Rs 375. Apart from T-shirts, Attsh is also a pioneer in manufacturing jerseys, windcheaters and sportswear. Attsh is now planning to break new ground by introducing swimsuits. "We are the sole producers taking orders for a single piece as well and offer twenty-four hours service and hospitality," says Bijay proudly.

Attsh T-shirts not just are a medium for youngsters to wear their imaginations, they even reflect the current situation of the country and social issues in a humorous and interesting manner. Every aspect of making a T-shirt from printing to designing is done with utmost care.

"Others express their art through paintings on canvas but we do it on clothes. It is through our T-shirts that one can play with designs and add flavor of prints and illustrations on them," concludes Bijay.

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