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JUNE 30  
ELECTRIC BANANA  
3887 Bigelow Blvd.

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**drag!ine**  
*Clothing*

2009  
PRESS KIT

ATTITUDE IS AGELESS

1984



## **DRAGLINE CLOTHING COMPANY :: VITAL INFO**

Dragline Clothing is a modern company influenced from the past with an inspiration toward the future. An eclectic mix of old style punk attitude with modern sensibilities. We define ourselves as the unholy marriage of style and attitude. Our clothing reflects the changing times and prevailing thoughts about apparel and where it fits in the modern world.

There are no pre-established rules about who the Dragline customer is. Creativity, passion and freedom is what drives us. Our clothes converge between exclusivity and inclusivity. The power of having a voice is demonstrated in our ability to create apparel for anyone who has a vibrant voice or a point of view.

At Dragline, we will continue to inspire generations of young people by remembering the past, forging ahead with new traditions and experiences, ultimately, creating a world where creativity is king.

### **HEADQUARTERS:**

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## THE FOUNDER :: PATRICK LONGRIE

While there is and always should be only one Peter Pan, Patrick Longrie, the creative force behind Dragline Clothing, is as close as you could get. Still sporting the long hair of his youth and the restless energy of a 20 year old, Patrick brings the same level of commitment and inspiration to his new pursuit: Creating a line of apparel that goes back to his punk band days with attitude, commitment and tenacity.

Born in the Midwest (Wisconsin to be exact) and raised mostly in Southern California, Pat is a graduate of Pepperdine University with a degree in Organizational Communications. As the drummer of Uniform Choice, one of the many seminal bands of the 80's Southern California punk rock scene, Pat toured extensively throughout North America.

Along with band mate Pat Dubar, Pat founded Wishingwell Records to enable them to distribute their own music mostly as a response to the nature of the music industry of the time.

Under Wishingwell's umbrella, they signed numerous bands such as Blast, Youth of Today, Instead, Vic Bondi and Shades apart among others.

His experience during those heady days provided him with the fundamental basis of his adult life. As a proud father of 3 children, he is now imparting the benefit of his acquired wisdom to the next generation.

Dragline is about trying to find answers to life and the discovery process is a major part in this journey. Our cornerstone approach? "There Are No Answers, Only Choices."





## THE PRODUCTS

A clothing line is more than just the fabric onto which the graphics are printed or embroidered. It is a conscious choice we make and with it, a statement that is viewed by everyone we come in contact with. As a result, we are constantly impacted with messages that influence our everyday life.

We always say that there is always room in the closet for one more great t-shirt! We hope that Dragline's line of apparel will not be the exception to this rule.

While we encourage the global economy by sourcing some of our garments in all parts of the world, Our apparel lines are conceptualized, designed and printed in the United States.

Our shirts are produced on a 100% Cotton base (unless specified otherwise) and our methods are as environmentally conscious as humanely possible. Definitely no animals have been used for testing (however, we may have made fun of a few.)

Dragline Clothing designs are exclusive to this website and are one-of-a-kind pieces not available anywhere else on this good planet. Most of our shirts, hoodies, beanies and other accessories are available in a variety of colors and styles.



## THE CULTURE

Punk is defined as an expression of the realities of the middle-class disenfranchised youth. This label which originated in the 70's still bears its mark on today's culture. From clothing to music, the punk movement was a total indictment on that era's establishment. It fueled revolutionary individuals and companies that went on to make a mark and influence the culture of today.

Music is the major creative influence behind Dragline Clothing. From the early days of the punk movement when a rebellious attitude and strong anti-establishment were the norm, Dragline Clothing retains this familiar essence which is seen in our various designs.

As difficult as it was to imagine back then, Punk bands, its members and followers were the poets of their days, delivering a clear message to the masses about their passion, love and lives. As it relates to fashion, the origin of punk predates the 80's by relating to the New Romantics of the 60's. We were witnessing the beginning of a new youth culture. Young people suddenly had power which they wanted to exert. Music being the universal language, it was used to portray a range of emotions about just everything, from a political position to a visual statement about who they were and what they stood for. This style, with its clear and decisive message was a clear influence on the fashions of the day and has migrated to what we see today.

# drag!line *Clothing*

## DRAGLINE :: THE MEN

Irreverent, in your face and always breaking the rules of fashion. That is Dragline Clothing. It's about art, it's about music, it's about individuality.



**drag!ine**  
*clothing*

**DRAGLINE :: THE WOMEN**

Sexy, comfortable and still.... Cutting edge. Our women's designs are just what you would expect from us.

