

Generation Y Responds to Social Networking Clothing and Apparel Online Community

Date: 11-27-2006 12:47 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [ThatPRGuy](#)

Generation Y loves everything "nerdy" and "geeky." GK 33 has combined the love of social networking and fashionable clothing with the social networking site for community-driven clothing and apparel design.

Missouri City, TX -- Generation Y lives in the information world of social networking, and they love their own unique clothing they can help design at a social networking site for community-driven clothing and apparel.

The 20-something crowd, Generation Y, love surfing, texting, blogging, instant messaging, and they like their cool clothes. Now they can combine all those loves in a new social networking site at www.GK33.com. GK33 is catching their attention, because it is where "geek meets chic."

"The next great generation, Generation Y, wants a voice like never before. GK33 embodies this," explained the founder and CEO of GK33, Garrett Eastham. "Now everyone has a little bit of geek in them. People live for funny, nerdy humor like that of Family Guy or other Adult Swim shows. The t-shirt does not have to be uncomfortable or unfashionable. GK33 proves this everyday."

GK33's revolutionary approach to social networking, the clothing-creation process, the fashionability of geek culture, and the desire to associate with peers in an online community are the formula for the instant appeal of GK33 to Generation Y.

The site provides a forum for discussion, a section for models to post their portfolios for all to see, as well as a section for designers to post their work and contribute to community projects. GK33 is a place for Generation Y to meet and socialize with others, share common interests, and work together in a community co-operative effort to create a clothing brand that is uniquely theirs.

"We're tired of the traditional, boxy, funny t-shirts that have previously dominated our generation. Why can't we show off our passions in style? Why can't we prove to the world that we're a force to be reckoned with. At GK33, we want the world to know that we will not back down. They have only begun to see what we're capable of," said Eastham.

The terms "geeks" and "nerds" have long been used as derogatory stereotypes, but that is quickly changing, according to Eastham.

"Look around us. Geeks are today's bosses. Geeks are today's entrepreneurs and millionaires. Geeks are the driving force of change today. If we're this successful now, what will we be capable of tomorrow," he exclaimed.

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Press release services provided by www.ThatPRGuy.com.

About GK33.com:

The GK33.com web site is the creation of Garrett Eastham and his team at GK33 Productions. It is a social networking site with a line of clothing designed and developed by its members, set upon revolutionizing the industry with true community-driven clothing and apparel.

[You can find this press release here](#)