

SUBS™

maintain a low profile.

How often does a new fashion accessory come along that makes everybody happy... urban fashion consumers, their mothers and girlfriends, school officials, religious leaders, the police, judges, local politicians, and retailers?

Subs™ are an innovative, new, urban fashion accessory specifically designed for urban fashion consumers who prefer to wear oversized jeans, pants, and shorts well below the waistline. We fondly refer to this practice as "sagging." A regular belt will not keep "saggers" baggy pants from falling down lower than desired, but Subs will.

Like traditional suspenders, Subs are designed to keep pants from falling down. But, instead of going over the shoulders on the outside of the shirt, Subs cinch around the waist and are worn underneath the shirt, creating a subtle, yet very distinct and edgy look. Moreover, Subs are intended to be worn in addition to, not instead of, a regular belt, so consumers do not have to compromise their personal sense of style.

Subs are attractive, comfortable, fully adjustable... and they work. The consumer controls how low they want to wear their pants, where on the pants their Subs connect and how visible they want their Subs to be to others. They just set 'em and forget em'. Simple.

Retailers, our market research results are indisputable... if you sell Subs, your customers will buy them.



Instructions

1. Before putting on pants, attach the 4 Sub-clips provided to waistline of pants, 2 centered in rear and 1 on each side of the fly in front. The opening of Subs should be aligned directly over pant fly.
2. Adjust the length of the 4 vertical Sub-straps as desired. The longer the vertical Sub-straps are set, the lower the pants will sag.
3. Put on boxers, pants and belt in the usual manner.
4. Fasten Subs like a regular belt using the 2 metal ring closures provided. Cinch Subs tightly around waistband of boxers or as desired.
5. Secure excess Subs belt material using the 2 hard plastic strap-keepers provided.
6. Adjust Subs to ensure 2 metal ring closures are aligned over pants fly and belt buckle, and pants are hanging freely.
7. Put on under shirt and/or outer shirt over Subs or as desired.
8. Continue getting dressed in usual manner.

Colors and Patterns

Subs are currently available in black with silver-colored, metal hardware. We will soon introduce Subs in different colors and patterns to compliment the entire wardrobe.

Sizing: Small: Under 36" inch waistline Large: Over 35" inch waistline

Pricing: Retail: \$29.95; Wholesale: \$14.95; Retailer Profit: \$15.00; Retailer Markup: 100 percent

Orders and Inquiries

Visit hatchventures.com, call 212-281-6144, or email sales@hatchventures.com. Telephone inquiries welcome 9 am-9 pm EST, Monday-Friday. Email inquiries welcome any time.

Note to Retailers

Because of its novelty, we recommend that retail stores display an unpackaged pair of Subs.



HATCH VENTURES LLC
Nurturing new products from concept to market.