



XTG

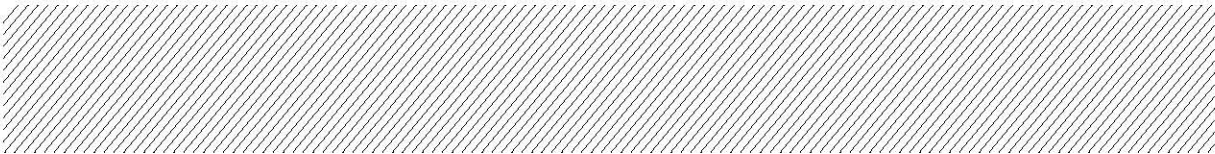
EXTREME GAME

UNDERWEAR
COLLECTION
SUMMER 09



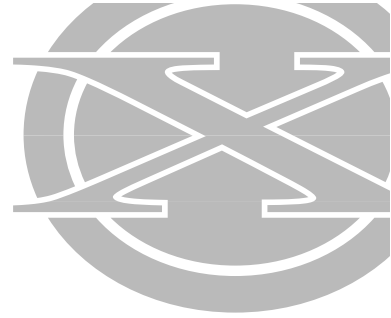
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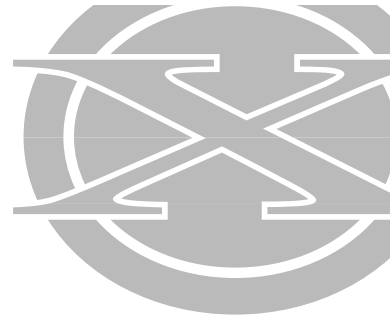
XTG

UNDERWEAR COLLECTION - SUMMER 09



XTG Underwear line has already 4 years in the market. It has grown to currently become one of the most lawbreaking lines created by the designer Luis Mentado. In this short period of time XTG created its own trend, introducing in the market designs of unusual printings, combining colors and drawings. Faithful to its motto – “Extreme Game”, the XTG consumer feels a total identification with the product... Before launching the brand, the market study stated that 80% of the men’s underwear is bought by women. After different promotional campaigns and lawbreaking creativities in the advertising field, XTG managed to change this habit and make the consumer choose its own style... The 2009 collection is made from boxers, slips, T-shirts, tank tops and trousers. The quality and comfort are its characteristics. That’s why first quality fabrics like cotton and micro-fibre were used. Due to the designer’s experience in the industrial division XTG has well-finished garments and small details: elastic waistbands with XTG logo, lace up waistbands, different designs made in order to highlight the figure... Regarding the basics and the complements of this collection, XTG offers a wide range of models and colors, of underwear, T-shirts and tanks offering the customers a more sports image.

XTG
EXTREME GAME



GENERAL CLASIFICATION:

LÍNEA	FAMILIA
TATOOS	Garuda, Snake
PRINTS AND POSITIONALS	XTG Candies, Sixtynine, Extreme Bunnies, Shooting Life
PLAIN COLORS AND STRIPES	Extreme, Fun Colors
BASICS	Zang Pants, Sun Summer Vest

LINE	FAMILY
TATTOOS	Garuda (Brief/Boxer), Snake (Brief/Boxer/T-Shirt)

This line is inspired by the Hindu mythology. On the one hand, Garuda, the large mythical bird or bird-like creature that feeds on snakes is one of the three principal animal deities in the Hindu Mythology that has evolved after the Vedic Period in Indian history. On the other hand the Snake, a cobra with assassin instinct trying to escape from Garuda.

GARUDA (Brief/Boxer)

This family is the one that shares the theme with XTG swimwear and stands out due to its cheerful colors. Loyal to its principles, the drawings are inspired by the Asian tattoos, representing two version of the mythical creature, Garuda: on the brief besides a snake and a bengala tiger and on the trunk besides the snake and the coat of arms of Indonesia, Garuda Pancasila with XTG logo.

The brief is available in black and green, while the boxer in tobacco and blue. Both styles have brown trims and elastic waistbands with XTG logo on the right side.

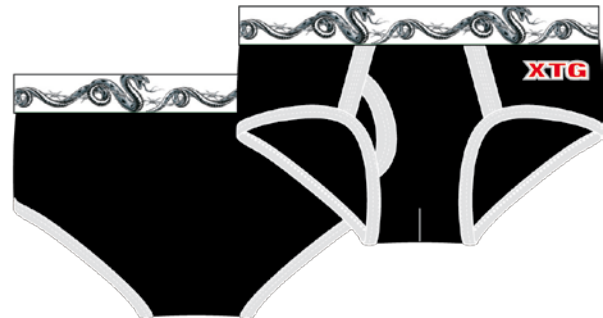
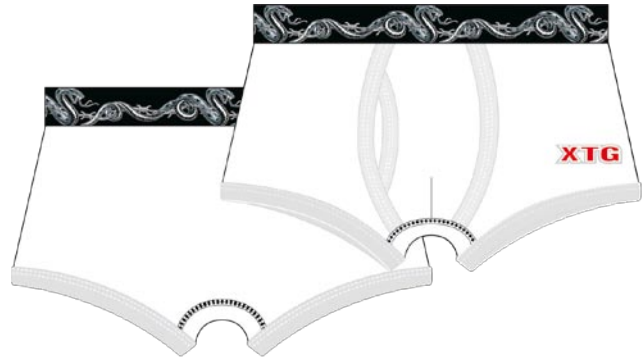


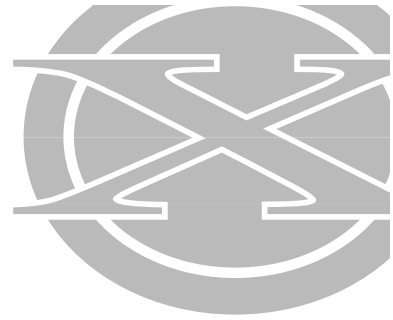
**SNAKE** (Brief/Boxer/T-Shirt)

This is the first time that the brand uses a plain color combined with a printed waistband. Therefore the waistband of this style is 1 cm wider than the standard XTG waistband.

The style has two colors both in brief and boxer: black and white. The image of the snake coiled up is in a tattoo style. The trims are in silver gray in order to give it an air of elegance.

As complement this style has a tank top, available in black and white, featuring a snake that coils up around a barbwire at the back.





LINE	FAMILY
PRINTS AND POSITIONALS	XTG Candies (Brief/Boxer) , Sixtynine (Brief/Boxer) , Extreme Bunnies (Brief/Boxer) , Shooting Life (Brief/Boxer/T-Shirt)

These attention-grabbing drawings featuring cartoons and comics are printed on a blend of cotton and lycra.

XTG Candies (Brief/Boxer)

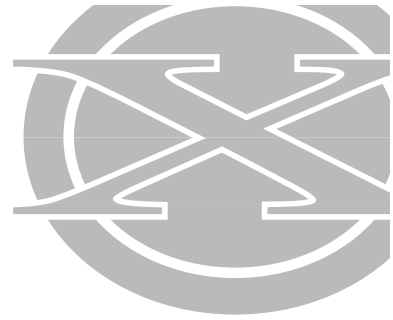
This new design is an ode to sweets and candies. It is a colorful candy print with XTG candy logo across the back. It has an XTG logo elastic waistband in turquoise and red and a contrasting red piping that gives it a childish air. It is available in brief and boxer.



Sixtynine (Brief/Boxer)

As the title shows, the design is a hint at the well-know 69 Kama-Sutra position. The designer uses again the cartoon theme, contrasting the bright background colors: available in purple and white (brief) and in orange and blue (boxer). Other features include the elastic waistband with the contrasting XTG logo and the style name 69 SIXTYNINE...





Extreme Bunnies (Brief/Boxer)

“Extreme Bunnies” features a range of rabbits (pirate bunny, hooligan bunny, skeleton bunny, etc.) in an “all over” print against a black, fuchsia, yellow or grey background. The elastic waistband has the XTG logo centered up front and the slogan “Extreme bunnies” at the back.

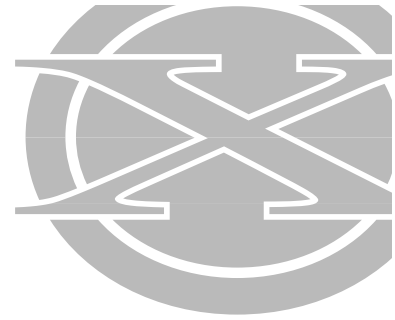


Shooting Life (Brief/Boxer/T-Shirt)

In order to create this style XTG uses the exclusive images made by David Cantero. The design represents a young couple in extreme situations, such as the girl tattooing the XTG logo with a broken heart on her backside. A contrasting star with a racing flag in the drawing as well as on the black waistband accents the design.

It combines with a black tank top that features the same print as the brief and the boxer in the front.





LINE	FAMILY
PLAIN COLORS AND STRIPES	Extreme (Brief/Boxer), Fun Colors (Brief/Boxer)

Collection made from cotton and lycra fabric perfect for everyday comfort and style with contrasting colors and special waistbands.

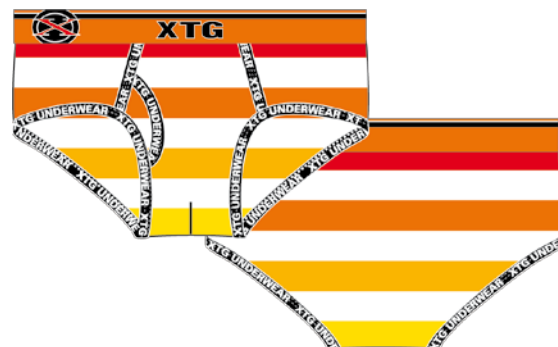
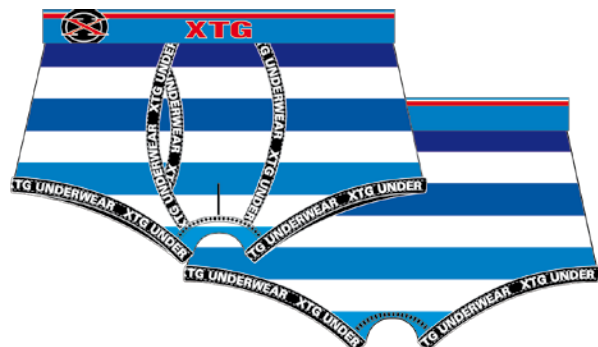
Extreme (Brief/Boxer)

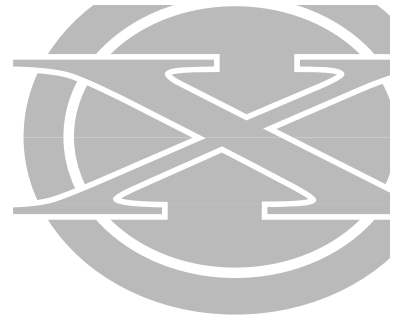
Available in blue, fuchsia and purple (brief) and black, white and yellow (boxers) this collection is enhanced by its wide waistband with XTG EXTREME GAME logo and contrasting black piping with XTG UNDERWEAR logo.



Fun Colors (Brief/Boxer)

With an overall horizontal striped print these briefs and boxers offer all of the benefits of classic cotton-lycra underwear. It is available in two color tones: gradated blue that goes from dark to light blue and gradated orange that goes from dark orange to lemon yellow. Other features include elastic waistband with centered XTG logo and contrasting black piping with XTG UNDERWEAR slogan.





LINE	FAMILY
BASICS	Zang Pants (Pantalón corto), Sun Tank (T-shirts)

Collection made from cotton and lycra fabric perfect for everyday comfort and style with contrasting colors and special waistbands.

Zang Pants (Shorts)

Perfect pair of knee length training shorts with practical pockets. Available in three colors: black, white and red, with contrasting piping and "X" emblem on the left lower leg.



Sun Summer Vest (Tank tops)

XTG tank tops available in six colors: orange, green, red and turquoise. This athletic shirt is made from 100% cotton for easy care and all the benefits that pure cotton affords.

