



### Introducing TRAVCO's New Look: Christian Streetwear for a New Generation

Hey [Name],

We're excited to announce that TRAVCO has undergone a major rebranding to better reflect our mission and values. As a brand rooted in the Christian faith, we've always sought to create high-quality, fashionable streetwear that expresses our beliefs and helps others do the same. With our new look, we're taking that commitment to the next level.

At the heart of our rebranding is a renewed focus on creating streetwear that reflects the diversity and creativity of the Christian community. While our previous designs were well-received, we recognized that they didn't always fully represent the full spectrum of our audience's experiences and perspectives. That's why we've spent the past several months working with artists, designers, and members of the Christian community to create a new line of clothing that is both innovative and inclusive.



After launching in 2021, Christ is already represented in **34 states** as well as in **4 different countries** through TRAVCO clothing. Each piece—from hoodies and long-sleeves, to crewnecks and oversized t-shirts—is carefully designed to reproduce the movement that the New Testament began and to share our faith in a conventional and modern way.

We've finally launched our new website that showcases our latest designs and offers a more intuitive user experience. Whether you're looking for a new hoodie, T-shirt, or accessory, our site makes it easy to find exactly what you're looking for. And with our commitment to sharing the Gospel, we are finding new ways to reach people.



Finally, we're excited to announce that we'll be launching several new collections in the coming months that reflect our commitment to our faith. From bold graphics to subtle designs, these collections will showcase the full range of what Christian streetwear can be. We can't wait to see how you incorporate these pieces into your own personal style!

At TRAVCO, we're committed to creating high-quality, fashionable streetwear that reflects our values and inspires others to do the same. With our new look, we're focusing on a global mission, remaining Gospel oriented, and continuing to produce quality clothing. We are so excited to share our new designs with you and continue to be a part of your journey!

God bless,  
Travis Jensen

TRAVCO

PS: Visit [travco.shop](http://travco.shop) to see our new look!

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