



T-shirt designer brings his sweet designs

April 25, 2010

Meet T-shirt designer Johnny Earle and eat a free cupcake Saturday, May 1, at 323East in Royal Oak.

Earle, aka Johnny Cupcakes, takes his "Back to Basics Suitcase Tour" to the Royal Oak gallery for one night to sell his trademark limited edition line of Johnny Cupcakes T-shirts and to meet fans.

Just Baked, a gourmet cupcake business with stores in Royal Oak, Livonia, Ann Arbor and Novi, will serve complimentary cupcakes baked especially for the event.

The Johnny Cupcakes brand started out as a joke in 2001, when Earle, a college dropout, began selling shirts from the trunk of his beat up '89 Toyota Camry. Earle's shirts focused on the cupcake. The brand's signature image is a twist on the traditional skull and crossbones symbol — with a cupcake replacing the skull. Earle's unusual juxtaposition of cupcake imagery touched a nerve with fashion aficionados, and Johnny Cupcakes was born.

Earle's business model included steering clear of national corporate outlets for his shirts, even turning down lucrative offers from Macy's, Bloomingdale's, Hot Topic and more. Earle focused instead on creating truly limited edition T-shirts. When a shirt sells out, it's never produced again.

Today Johnny Cupcakes is a multimillion-dollar enterprise with three retail stores and a legion of fans worldwide.

Earle's Back to Basics Suitcase Tour also will include six suitcase exclusive T-shirts and a few other specials that can only be purchased on the tour.

323East is located at 323 East Fourth. For more information call (248) 246-9544 or visit www.323East.com.

Advertisement

Kodak

IF YOU'RE NOT PRINTING ON A KODAK ESP ALL-IN-ONE PRINTER, CHANCES ARE
YOU'RE PAYING TOO MUCH FOR INK.

FIND OUT HOW MUCH YOU'RE OVERPAYING FOR INK AT PRINTANDPROSPER.COM

Print Powered By FormatDynamics™