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## Take a peek: Wearlane Apparel Co.

Wearlane Apparel is a new company that focuses strictly on tees, hoodies and jackets that help you rep Columbus without having to rely on an in-your-face OSU logo.

Wearlane's tops (in scarlet and grey shades from American Apparel) feature a screenprinted photo of a "Lane Ave" street sign angled across the front. Simple and serene.



Raj Shroff, an OSU MBA grad ('07), and Gabe Shulz, a CCAD grad ('04) came up with the idea for Wearlane while sitting in traffic on 315. They've been keeping it subtle ever since: "Ever notice how the obvious things in life are everywhere? Wouldn't it be nice to have clothes that capture your obvious spirit without being so... obvious? Well, here you go."

The line is available only online, but Raj says local, in-store distribution could expand down the road. Find Wearlane's site [here](#) and Twitter [here](#).

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Posted by Brittany Kress on June 22, 2009 12:20 PM | [Permalink](#)

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