

Minnesota SigEp Co-Founder of Alternative Cycling Apparel TWIN SIX

SigEp taught **Ryan Carlson, '01**, a lot of things: leadership, a good work ethic, responsibility, and how to design a cool t-shirt. Yes, that's right. It taught him how to design cool t-shirts—that would sell. Far too often, most of the t-shirts created for chapter events would go unsold, and sit in a cardboard box.

So, Brother Carlson set out to design a t-shirt that would sell. His first opportunity came with a social event. It was a simple design: a crown, a heart, and the Greek letters. But, they sold. They all sold. And, from that point on, he was the t-shirt design guy.

Fast-forward six years to the Fall of 2002. At a small graphic design firm in Minneapolis, he met Brent Gale, a fellow cycling enthusiast and all-around great designer. They had ridden a few times together, and both commented on the lack of stylish cycling apparel on the market. Neither was into sporting a billboard full of logos, a classic rock record cover, bug-eyed cartoon character, or

Tron-like body panels on their jerseys. To them, it seemed like there should be an alternative.

Soon they started TWIN SIX, a line of “alterative cycling apparel.” Its mission was to create apparel inspired by fashion and graphic trends, and give people the ability to look their best, without looking like everyone else.

They spent the first year cranking out designs non-stop. They not only worked on the graphic layout of the jerseys, but also the fit, form and function as well. And the response was overwhelmingly positive.

Now, well they are in development of their second lineup and currently have over 180 shops around the country carrying their product.

In addition to TWIN SIX, Brother Carlson designed the logo and promotional materials used for the 2003 Grand Chapter Conclave in San Antonio. This work won national awards and appeared in *HOW* design magazine. Thanks to SigEp Ryan learned how to be a leader, work hard and of course, how to design a cool t-shirt.

For more information on Twin Six, please visit www.twinsix.com.