

JASON LAURITS

Paste, Jason Laurits's graphic T-shirt line, associates itself not only with indie fashion, but with art, culture, and humor.

While pursuing a career in music in his early 20s, Jason Laurits taught himself how to silkscreen for posters and T-shirts to promote his shows around NYC. His music, a mixture of rock and electronica, eventually took him to London where, to help fund his recordings, he used silkscreen to create one-of-a-kind T-shirts and successfully sold them at indie fashion markets.

Eventually deciding to take a break from music, Laurits returned to New York City and attended the New School for writing. During this time he continued to sell his silkscreened tees, slowly growing a fan base. By the time he finished school the now-name line, plaster, was doing well enough for Laurits to put all his energy into developing it further. Soon, Plaster unfolded into a full contemporary men's line.

Laurits wanted to take Paste toward a different angle from the oversaturated graphic T-shirt market. Instead of silkscreening conceptual images or those that evoke cooler-than-thou motifs, Laurits wanted Paste T-shirt to have a little more fun and a lot more narrative to them. Because of this approach, Paste has not only been featured in prominent stores across the U.S., Canada, Asia, Australia and Europe, but also as part of several art exhibitions in the U.S. and Ireland. Recently, Laurits was commissioned to do an original piece of work involving a T-shirt for Nuuanu Gallery's *Dirty Laundry: The Art of the Stain in Modern T-shirt Design* Exhibit in Honolulu, Hawaii.

The T-shirts, themselves, are made in California with Laurits's own custom-colors, and are hand-silkscreened in Brooklyn. Paste uses both silkscreen and foil on enzyme-washed tees with the perfect vintage cut and feel. All graphics are designed by Laurits.

Paste T-shirts have also been featured in various printed press including *Antenna*, *US Weekly*, *InStyle (Germany)*, *NY Press*, *MetroSource*, and *Viewpoint*, as well as online on *Thrillist*, *Refinery29*, *ILoveYourTshirt*, *Shirtspotting*, and *TCritic* to name a few.

Jason Laurits is also the founder and designer of the select, contemporary men's line Plaster, sold in upscale boutiques across the U.S. and Asia.