

Bear It & Wear It is a startup printed garment brand that will make the world better by building community and familiarity around the trappings of sickness and health conditions. Sickness happens! And the most miraculous of treatments can be brutal. As long as these are the facts, and as long as every one of us can eventually be stricken, we think we all benefit from an open conversation, and a chuckle, about some of the details. Applied properly, humor really might be the best medicine.

The brand needs a graphic style. Think New Yorker cartoons, Life Is Good apparel, the Diary of a Wimpy Kid literary series. Most folks can identify them from far away, without even reading the fine print...



Here is a selection of garment texts for you to choose from:

1. I'm in chemo, what's *your* excuse?
2. Bad hair day. (the wearer is bald, no brows, no lashes...)
3. Survivor (up arrow); average human (right arrow)
4. I put on brows for this.
5. I put on brows for this?
6. This is my dress-up hat.