



CANNED REVOLUTION

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“Everyone remembers where they were when JFK was shot; I think they’ll remember where they were when they bought their first Canned Revolution t-shirt.” — A happy Canned Revolutionary

A revolution in a can. Canned Revolution. This unique concept in clothing has plenty to say in eye-catching detail. Packaged in an industrial-looking steel can, it stands out because of its primary propaganda colours of red, black and white as well as its prescient message. From a fashion and media background the three founding members of Canned Revolution (two from London, one from New York) have developed strong, yet alluring images for shirts with tones of dangerous conspiracy mixed with head-turning designs.

The message is very straight forward and for the masses in good old style blocky propaganda. The message has to be clear and precise: “Beware! Watch out for the government!” We decided to keep it basic, so everyone can understand the government is not your friend and, if you think they are, please do not wear our t-shirts.

“Was I ranting too much there?” — Andre, founder

Counter Culture For The Sane

We aim to make people question more. Is everything going on out there for real? We’re pointing people in the right direction of revolution. The lies must stop.

The designs clearly play up the punk craze with a 1950s twist, a decade remembered for its growing paranoia. They have a consistent direction playing on agents, conspiracy and revolution.

People who buy Che Guevara t-shirts are buying Revolution Lite. Canned Revolution updates the message of protest for the 21st century where control is in increasingly fewer people’s hands.

We have five sizes – XL, L, M, S and a special cut for women, as well as long sleeves.

Inside the can, as well as the t-shirts, is a set of stickers. The items serve both as a great fashion item, statement as well as a popular gift.

“It’s a lifestyle option more than a clothing thing. It’s a philosophy more than just a clothing line. Post 9/11 it has never been more important to think for yourself and question authority in general. And as the world is increasingly pre-packaged – pre-packaged wars and pre-packaged meals – we now have a pre-packaged revolution for you.” — Nick, founder

Clothing For The Masses

Our message is supported by our website – www.cannedrevolution.com – which keeps those that are interested with all the latest news, views and images that the mainstream refuses to say. At Canned Revolution we have created our own media outlet to satirise, investigate and warn on current misdemeanours perpetuated by those in places of power and hushed up by friends of those in power.

Through a weekly update – the little red email – we keep Canned Revolution activists (100,000 hits on the website in the first two months) aware of developments across the world. Canned Revolution has a strong message that will be heard. The world is becoming more questioning.

“It’s our chance to say what others are afraid of. We’re being told poriky pies every day. We’re asking people: ‘Why are you tolerating the lies?’” — Sam, founder

Canned At Source For Freshness