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Tee Shirt Shops

SIC: 5136**NAICS:** 448190**Number of Businesses / Units:** 11,500

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This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

Rules of Thumb

30 percent of annual sales plus inventory

General Information

"The 1,700-square-foot store, which opened in September, is the first from the folks behind Threadless.com, one of the hottest T-shirt Web sites. If it succeeds, the 35-employee company will join the likes of clothing startups Lucy.com and Delias.com in moving from online to bricks and mortar.

"Sales went from \$600,000 in 2003 to \$1.5 million in 2004. In 2006 they sold a minority stake to Insight Venture Partners in Chicago and this year added five employees to work in the new store. Threadless plans to open outlets in Boulder, CO, and San Francisco. A store called Threadless Kids will follow in Chicago. The pair expects to hit \$15 million by the end of 2007."
Source: "Threadless from Clicks to Bricks," Business Week, November 26, 2007.

