



THRILLIST **SAN FRANCISCO**
FRIDAY MAR 14, 2008

Revl

Available at Villains, Nomads, and Rolo

Drink to St. Patrick tomorrow, or that new Pope will get you

In the wild, caterpillars become butterflies, tadpoles become frogs, and successful t-shirt companies grow to also make hoodies and hats. Breaking nature's laws, SF's own Revl.



Started by a Stanford MBA and his designer friend, Revl's following up their tees-only debut with a new line of casual-wear best described as "prep school run amuck" -- like if the *Dead Poets Society* could tell a scat joke. The main offering's skinny ties that feature traditional chevrons, artillery stripes, and crests seasoned with dashes of smartass: Cock N Candy alternates roosters with lollipops, while Drunk on Scope mimics the pale, pimply green of an Andover [boy expelled for being overly](#) vigilant against gingivitis. Abetting the ties is a series of long- and short-sleeve button downs in blue oxford cloth and white cotton, with short modish collars designed to showcase your neckwear (though this might also produce a Merton Hanks effect).

Not forgetting their beginnings, Revl's also got a fresh batch of animal-themed tees, like Put 'Er There, Pal (featuring a bear trap) and You Got Something On You -- [covered in brown](#) moths, it shows what happens when caterpillars diverge from the butterfly track and develop a hankering for sweaters.

[Study the line at Revl.net](#)

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