



Ginch Gonch

Description:

Ginch Gonch is a Canadian underwear company, based in Vancouver, BC, Canada created in 2004 by Jason Sutherland and Max Feldman. The title of the company comes from the Canadian slang words for underwear (or, sometimes, knickers) "ginch" and "gonch". Originally a men's underwear company, they expanded early in their history with women's wear as well.

Many fashion companies create short-term or "one-off" runs of some of their clothing lines. Ginch Gonch is notable as a company for repositioning this idea as their main form of organization. Each of their collections is progressively numbered, and only a finite amount of each design is made. Once a pattern or collection is sold out, under normal circumstances it will not be reintroduced.

A main inspiration for their colorful patterns are the Underoos of the early 1980s. Some designs feature humorous double entendres upon them, such as "Crotch Rocket" or "Wiener Eater".

Country: Online

City:

Website: <http://www.ginchgonch.com.au>