

THE SELFIE BILLIONAIRE • CASH IN ON THE CLOUD

JUNE 21, 2016

Forbes

Sara Blakely
A billionaire
thanks to Spanx

Sophia Amoruso
The Nasty Gal
makes good

Diane Hendricks
At almost \$5 billion,
she's number one

AMERICA'S RICHEST SELF-MADE WOMEN

FROM TAYLOR SWIFT AND SUSAN WOJCICKI TO
OPRAH WINFREY AND MARISSA MAYER.

THE DEFINITIVE RANKING OF THE 60 MOST SUCCESSFUL TRAILBLAZERS

Forbes

JUN 24, 2016 @ 04:23 PM 172 VIEWS

Arkwear Offers Polo Shirts with a Philanthropic Purpose



Barry Samaha

Marked by its streamlined shape, short collars, and light, woven material (usually cotton), the polo shirt is a wardrobe essential, especially in the hot summers months. Indeed, few items can match the practical elegance that it imbues. It can be dressed up with a blazer and brogues, or down with jeans and sandals. To wit: it can work for a variety of personalities. This is why many brands have this time-tested topper in their core collections. Arkwear, a new label that debuted this spring, has gone a step further, basing its entire business on offering polo shirts in a variety of colors. What's even more noteworthy is that it doesn't have a defining logo on the top left corner—it has many. Where Ralph Lauren has a polo player, Lacoste has a crocodile, and Nike has a swoosh on all its polo shirts, Arkwear has a variety of animals (hence the word ark, which references the one that the biblical Noah built). And they're not just decorative. From sharks and rhinos to elephants and orangutans, the brand's founder, Andreas von der Goltz, made it his mission to highlight animals that are threatened by extinction. Also, 5 percent of every sale will be donated to the Wildlife Conservation Society, an organization dedicated to protecting wildlife.

So, if you're looking to update your selection of polo shirts this summer, consider Arkwear. Not only are they impeccably made and wallet-friendly (they are priced at \$95), they give back to our to the environment in an impactful way.

Arkwear polos are \$95 and are available on Arkwear.com.