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SPECIAL REPORT HIGH-TECH THREADS

T-Shirt TV

www.brandmarketers.com

How do you get people to stare? Combine spiffy LCD TV screens with models. That's how Adam Hollander is using the T-Shirt TV at his marketing firm, The Brand Marketers. Most recently he has used the flashy shirts to help HBO promote its new season of *Entourage* in bars around New York City, as well as for movies like *I, Robot* last summer. But you may hesitate to buy one of these shirts -- each one costs a few thousand dollars to make.

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