THNK1994 *presents*

The Pop Culture Died in 2009

C a p s u l e C o l l e c t i o n

This curated collection is the second collaboration between the THNK1994 Museum and preeminent scholar Pop Culture Died in 2009. A tribute to some of the most deranged, generation defining, touchstones, and memories of the aughts. There will never be another era like it.

Rock Star Energy drinks coursed through our national veins, and the day started when the sun went down. Reclaim the scandals that are no longer scandalous—sure firecrotch used to seem like a really bad insult, but, umm, why? Wear these pieces with pride to pay your respects to anyone who made it out of this era alive (and when you're out and about grabbing a Frappuccino).

Stay hydrated!

featuring "Pop Culture Died in 2009" T-shirt ($25, S-4XL)

Did you just get out of a pool?

featuring Cropped “Pool Water” Hoodie ($49, XS-2XL)
“Pool Water” Leggings ($49, XS-6XL)

The real Orange County...biotch.

featuring “Sugartits” and “Laguna Biotch” T-shirts ($25, S-4XL)

Snack run!

Pool day

featuring “Pool Water” Hoodie ($55, S-4XL) & Cropped “Pool Water” Hoodie ($49, XS-2XL)

Do you live the life?

featuring “Firecrotch,” “Sugartits,” “Pop Culture Died in 2009,” “Laguna Biotch” T-shirts ($25, S-4XL)

Stay warm by the pool.

featuring “Firecrotch,” “Sugartits,” “Pop Culture Died in 2009,” “Laguna Biotch” beanies ($25, one size)