

Premium Apparel Built to Unite America

Story

The current moment is one of America's most divisive post WWII. RiserUnited was founded in response to that. We are endlessly grateful for the unparalleled freedom and opportunity offered by the United States, symbolized by our flag—the stars and stripes.

Our brand is built upon a desire to unite Americans and play a role in building a more united America.

Mission

RiserUnited offers grateful Americans apparel and accessories that feature refined styling and a timeless, understated aesthetic that transcends fleeting trends.

Our promise is not just to deliver meticulously crafted garments, but to go beyond fashion and be an unwavering voice of gratitude for the rights and liberties that make America unique among nations.

Our Pledge to You

We pledge to bring you amazing apparel, accessories, and gift items, and as much as possible, to have them made in the United States.

We will bring great craftsmanship, endless creativity, genuine personality, and at times some much needed humor. We hope that you support our effort, and we invite you to join our RiserUnited community.

Give-back

Our expression of gratitude isn't merely rhetorical. RiserUnited is active in donating a percentage of profits to worthy causes in this country.

Quick Facts

LAUNCHED: Flag Day, 14 June, 2024

HEADQUARTERS: Dallas, Texas

PRODUCTION: USA and US Strategic Partner nations



Gratefully American Rockwell Hoodie

Manufacturing

RiserUnited sources and sews as much of our product as possible in the United States of America. We only work with overseas suppliers located in US Strategic Partner nations.

In addition to our apparel, we promote American-made goods to support local producers across the country.

We proudly display these badges for USA-made products



Manufactured in the USA with imported materials.

Manufactured in the USA with American materials.



Women's Darn Nice Tee



Our Logo: The Pledge

The RiserUnited logo mark refers to a hand held over the heart for the Pledge of Allegiance.

On the left, the thumb represents the field of stars; the fingers on the right side, the stripes.



The logo's weathered appearance is inspired by a Civil War Union flag carried by the 20th Massachusetts Regiment (1861-1865).

Leadership



Michael Snyder
CEO

A fourth-generation apparel expert with over forty years of experience across all facets of the clothing industry, from concept to fulfillment.



Corey Cardinal
COO

An experienced leader in apparel management and sales, coupled with a direct military and law enforcement perspective.



Alina Rubinshteyn
VP SALES

A proven leader in sales, management, and coaching with a unique immigrant perspective. Passion for apparel and launching new brands.

Customer Reviews



★★★★★ **Raider Full-Zip**

"Excellent quality. Fits great. Very comfortable. A new favorite!"
- Kevin S.



★★★★★ **Own It Firstee**

"Amazing shirts! Amazing fabric! Amazing product support!!! LOVE IT!!!"
- Valeria P.



★★★★★ **Darn Nice Quarter Zip**

"LOVE this! Darn nice describes it perfectly! I think I need it in every color!!!"
- Claire L.



★★★★★ **Rockwell Flag Day Hoodie**

"I am amazed at the quality and care in the material and workmanship."
- Shayne M.



★★★★★ **Darn Nice Polo**

"Super soft material! My husband loves it!"
- Mary G.

Contact

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★ THE GREATEST ★ AMERICAN HOODIE

USS IOWA
Iowa Class Hoodies



IOWA CLASS ULTRA HEAVY WEIGHT

Our tribute to the biggest, baddest battleships the U.S. Navy ever put out to sea, icons of American naval supremacy.

The USA-made Iowa Class hoodie pushes the limits of American engineering. Its ultra heavy duty fabric requires enhanced tooling and results in a garment that feels like you're wearing 12 inches of Special Treated Steel.

- ALL-AMERICAN: sourced and made in the USA
- Premium 16 oz ultra heavyweight fleece
- 80% cotton, 20% polyester
- Special pre-wash for softness and movement
- A legacy garment built to last
- Covered in custom trim details
- Commemorating each Iowa-Class ship
- Evokes a sense of strength and invincibility



AMERICAN NAVY U.S. Navy® License

RiserUnited is proud to have been granted a license by the U.S. Navy® to produce apparel bearing the names and numbers for the battleships USS Iowa, USS New Jersey, USS Missouri, and USS Wisconsin.

BB-61
USS IOWA
"BIG STICK"

BB-62
USS NEW JERSEY
"BIG J"

BB-63
USS MISSOURI
"MIGHTY MO"

BB-64
USS WISCONSIN
"BIG WHISKY"

Launch Event at the USS IOWA

On Flag Day, June 14th 2024, we were thrilled to [celebrate the launch](#) of our brand on the deck of the majestic Battleship USS IOWA, at the port of Los Angeles.

The event featured a performance by Alexis Wilkins and her band, great food, and fantastic giveaways.



Firstee in a Can

Journalists and [social media influencers](#) are receiving our Firstees in a package decorated with photographs, posters, and artifacts that depict notable moments in American history.



Product Collections



The Firsttee

There's no American value more fundamental than freedom of speech. These USA-made shirts are our First Amendment-exercising billboard for statements of American gratitude.



Darn Nice

Darn Nice is designed to move with you, making it perfect for activewear. Yet, this simply sublime material dresses-up to look the part in more formal settings too.



Raider

The sleek-fitting Raider collection is inspired by the awe-inspiring B-21 stealth bomber. It provides a sophisticated drape, and functions from casual to more dressy scenarios.



Flagship

Our mid-weight fleece Flagship line will keep you looking shipshape. Tasteful details give these pieces the ideal blend of understated class and polished elegance.



Rockwell

Named in homage to the American artist, these pieces feature special edition prints and mixed media designs on a luxuriously supple sueded French terry fabric.



Iowa Class

This, the Greatest American Hoodie, pushes the limits of USA engineering. Its ultra heavy duty fabric results in an invincible feeling as if you're wearing a US Navy battleship.

