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## **DROP DAY: *The eTceTera Show* Brings Tacoma's Streetwear Legacy to the Screen**

**New TV series pilot follows eTc Tacoma through a high-energy “drop day,” highlighting the PNW streetwear icon's community impact and collaborations**

**TACOMA, WA (July 2025)** — The Pacific Northwest's most beloved streetwear brand, **eTceTera Tacoma**, is stepping into the spotlight with the launch of **DROP DAY: The eTceTera Show**, a new television series pilot that takes viewers behind the scenes of the brand's legendary Saturday release events. The pilot episode follows the eTc team from the 8:00 AM staff meeting through a morning “drop day” opening, capturing the electric atmosphere and tight-knit community that surrounds the local brand. Since its founding in 2014, eTc Tacoma has become “one of the few outfits in Tacoma dedicated to cultivating a streetwear scene in the city”, blending rare and original apparel with Tacoma pride.

With the July 2025 release marking **11 years in business**, eTc Tacoma is more than just a store — it's a local institution that has helped shape streetwear culture across the PNW and beyond. From collaborations with the **Seattle Mariners**, **Seattle Kraken**, and **Tacoma Rainiers**, to partnerships with local businesses and national brands like **The Hundreds**, eTc has built a reputation on authenticity, innovation, and community connection.

“Tacoma has always been full of creativity,” says **Umi Wagoner**, eTc co-founder. “DROP DAY isn't just a behind-the-scenes look at fashion — it's a celebration of what makes this city so special: hustle, humor, heritage, and homegrown excellence.”

The pilot episode of *DROP DAY* showcases this ethos in action, featuring hilarious personalities, real-time store prep, social media antics, and the loyal customer base that lines up every week

to support the latest drop. It's a blend of street-level grit and high-level branding — part workplace comedy, part cultural documentary, all authentically Tacoma.

As part of its rollout, eTc Tacoma will host a **private screening on Saturday, August 2, 2025, at 7:00 PM** at the flagship store (116 S 9th St., downtown Tacoma). A **private online screening link** will also be available for invited guests, community stakeholders and media. This special preview will include a Q&A with the eTc co-founders and production team, offering an exclusive look at the creative vision behind the series. Attendees will see firsthand how eTc's brand identity – rooted in streetwear, local pride, and entrepreneurial spirit – translates into a new form of storytelling that's both professional and creatively vibrant.

With the pilot complete, *DROP DAY* is now actively seeking **strategic partnerships, executive producers, and investors** to help bring the series to broader platforms — and to tell more stories rooted in Tacoma's cultural fabric. The eTc team invites:

- **Community leaders** to collaborate on future episodes and share the spotlight with other small businesses, creatives, and cultural hubs.
- **Investors and funders** in the creative industries to support the show's development into a full season, with opportunities for ROI, brand alignment, and cultural impact.
- **Civic, educational, and cultural organizations** to explore how *DROP DAY* can serve as a launchpad for local talent and storytelling.

"We built eTc from the ground up with Tacoma at the center," says co-founder **Perris Wright**. "Now, we want to take this story further — but we don't want to do it alone. This show is for Tacoma, by Tacoma, and with the right support, it can reach the world."

*DROP DAY: The eTcTera Show* is more than a show — it's a proof-of-concept for what happens when culture, commerce, and community collide. With humor, heart, and a lot of hustle, this series invites audiences into one of the region's most dynamic creative ecosystems.

## MEDIA & PARTNER CONTACTS

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