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# Amaze Expands Partnership with Digital Brands Group, Inc. to Strengthen Domestic Apparel Manufacturing

**New capabilities allow Amaze to produce high-quality, cost-efficient custom apparel and athleisure, supporting creators and customers amid tariff changes and rising costs**

NEWPORT BEACH, Calif., Sept. 09, 2025 (GLOBE NEWSWIRE) -- [Amaze Holdings, Inc. \(NYSE American: AMZE\)](#) (“Amaze”), a global leader in creator-powered commerce, today announced an expanded partnership with Digital Brands Group, Inc. (NASDAQ: DGBI) (“Digital Brands Group”), a publicly traded company specializing in e-commerce and fashion. Through this partnership, Amaze will leverage Digital Brands Group’s Los Angeles-based facilities to produce high-quality, cost-efficient custom apparel and athleisure wear in the U.S.

The collaboration builds on the companies’ [April 2025](#) announcement, which introduced Digital Brands Group as the first third-party brand on Amaze’s Teespring Marketplace. With proven success on the Amaze platform, the new manufacturing alliance strengthens the relationship and offers creators a trusted domestic partner.

“As tariff policies shift and the de minimis exception phases out, now is the time to expand manufacturing stateside and shorten turn around times for creators to launch and reach U.S. customers,” said Aaron Day, Chairman and CEO of Amaze Holdings, Inc. “We have a significant number of creators seeking reliable, local manufacturing partners to bring their designs to life and Digital Brands Group delivers exactly that.”

By adding more domestic manufacturing capabilities to its end-to-end commerce platform, Amaze continues to streamline the creator experience from design and sales to production and delivery. This solution will ultimately help customers avoid cost increases tied to dynamics with global supply chains.

The new manufacturing capabilities are now available to creators.

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## **About Amaze:**

Amaze Holdings, Inc. is an end-to-end, creator-powered commerce platform offering tools for seamless product creation, advanced e-commerce solutions, and scalable managed services. By empowering anyone to “sell anything, anywhere,” Amaze enables creators to

tell their stories, cultivate deeper audience connections, and generate sustainable income through shoppable, authentic experiences. Discover more at [www.amaze.co](http://www.amaze.co).

### **About Digital Brands Group:**

We offer a wide variety of apparel through numerous brands on a direct-to-consumer and wholesale basis. We have created a business model derived from our founding as a digitally native-first vertical brand. We focus on owning the customer's "closet share" by leveraging their data and purchase history to create personalized targeted content and looks for that specific customer cohort.

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### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). These statements relate to future events and developments or to our future operating or financial performance, are subject to risks and uncertainties and are based estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our strategies, initiatives, growth, revenues, expenditures, the size of our market, our plans and objectives for future operations, and future financial and business performance. These statements can be identified by words such as such as "may," "might," "should," "would," "could," "expect," "plan," "anticipate," "intend," "believe," "estimate," "predict," "potential" or "continue," and are based our current expectations and views concerning future events and developments and their potential effects on us.

These statements are subject to known and unknown risks, uncertainties and assumptions that could cause actual results to differ materially from those projected or otherwise implied by the forward-looking statement. These risks include: our ability to execute our plans and strategies; our limited operating history and history of losses; our financial position and need for additional capital; our ability to attract and retain our creator base and expand the range of products available for sale; we may experience difficulties in managing our growth and expenses; we may not keep pace with technological advances; there may be undetected errors or defects in our software or issues related to data computing, processing or storage; our reliance on third parties to provide key services for our business, including cloud hosting, marketing platforms, payment providers and network providers; failure to maintain or enhance our brand; our ability to protect our intellectual property; significant interruptions, delays or outages in services from our platform; significant data breach or disruption of the information technology systems or networks and cyberattacks; risks associated with international operations; general economic and competitive factors affecting our business generally; changes in laws and regulations, including those related to privacy, online liability, consumer protection, and financial services; our dependence on senior management and other key personnel; and our ability to attract, retain and motivate qualified personnel and senior management.

Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are included in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other future filings and reports that we file with the Securities and Exchange Commission (SEC) from time to time.

Given these risks and uncertainties, you should not place undue reliance on these forward-looking statements. Also, these forward-looking statements represent our estimates and assumptions only as of the date of the press release. Unless required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information or future events or developments.



Source: Amaze Holdings, Inc