The Nuclear Underground

The Nuclear Underground was established after the Nuclear War that lasted between 2015 and 2055. It was after the nuclear winter of 2055 that our founders Ashley Corsi and Kerrie Rogers developed the idea for this apparel line. Their brand is meant to bring some sort of semblance of normality to the world population. Fortunately many humans were able to survive the war when they started building underground nuclear cells to live in just before the start of the war. It soon became apparent that humans were in dire need to leave their nuclear cells for fear of going insane. at this point of time it was impossible to leave due to the constant nuclear bombs and being exposed to radiation. In an attempt to find normalcy in humans’ everyday life, fashion survived. The inevitable wish to be fashion forward survived the nuclear war. However, clothing’s use of environmental protection from outside elements was increasingly more important than ever before. Living standards were much reserved because of the lack of space underground. They developed the technology to produce a textile able to resist the radiation atmosphere called Nucleipolythien. They did this so that humans could rebuild earth. This first batch of humans who tested the fabric was strictly limited to the scientific community, and we later provided this necessity to the rest of the population. We understood the effects of Uranium would remain for a while, so their suits are equipped to handle the exposure. Ashley and Kerrie developed a textile that is non-porous, but the interior is smart fabric that regulates the temperature and environment of the body.

Each of the suits is equipped with a color-coded radiation gauge, which tells the user the amount of radiation present in the atmosphere at any given time. The Radiation color code is as follows: Radiation Red is “brutal” radiation, this is the limit that the suit is able to handle, and one should not stay in this atmosphere for longer than necessary. Atomic Orange is “severe” radiation; the suit tolerates this atmosphere well, but has a limit of seven hours of exposure. The Mushroom yellow code represents “high” radiation and the suit is very much able to tolerate these surroundings. Gaseous Green represents “moderate” radiation. Bomb Blue represents “low” radiation severity. Lastly Fusion Violet means that there is no presence of radiation in the atmosphere. There are a range of colors to choose from for the suit; mostly darker colors to absorb what sunlight UV rays are left, this is how the suit obtains energy and functions. The color-coded radiation gauge may be placed at the consumer’s preference. The most popular locations are the chest, sides (ribcage), and sleeves. The suit covers every inch of the body and is accompanied by a radiation helmet that is equipped with a glass screen allowing the user to communicate with fellow humans.

Though most of the population lives underground, the existence of retail establishments remains. Our core sales are through the internet, where all of our styles are available and can be ordered. We do however have fitting facilities, where customers can come to be custom fitted for our suits. Our system can save and update these fittings, as the customer wishes, so that they will never need to try on before buying. Our fitting facilities are in every major city around the world, or the client can submit their own measurements via our online store. Our online store offers every garment in a variety of different colors, styles, and sizes. Most shipments arrive within one week of being ordered; this varies depending on the availability of the style.