

SA breaks Guinness World Record for biggest t-shirt ever

The super-sized shirt will now be turned into thousands of 'mini-me' shirts for under-privileged children.





South Africa has successfully broken the record for making the world's largest t-shirt.

Over 64 metres in length and 43 metres wide (excluding the sleeves), the t-shirt is taller than the Statue of Liberty, has enough material to run the length of Robben Island twice; is big enough for 152 average-sized elephants to stand on and can hide 245 minibus taxis!

Officially verified by Guinness World Records on 15 September, the t-shirt is currently on display in a hangar at the Denel Aviation Centre near OR Tambo Airport in Johannesburg.

A staggering 2 782 square metres on one side, the t-shirt covers the same area as ten tennis courts and is big enough for 16 692 people to stand on.

The gigantic undertaking was the brainchild of Vanish, South Africa's number one selling stain remover which is manufactured by Reckitt Benckiser, a multinational household and healthcare company.

Vanish tasked Sound Contact, a below the line activations agency, with the responsibility of bringing its vision to life of making of the world's biggest t-shirt. The actual manufacturing of the t-shirt was managed by National Flag and Branding.

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