

Warner Bros. Consumer Products and DC Entertainment have teamed with sportswear company Under Armour for a line of apparel designed “to empower athletes and unleash their alter egos.” Called, appropriately enough, Alter Ego, the collection is inspired by DC superheroes like Superman, Batman and Wonder Woman. The collection expands on Under Armour’s earlier custom Gotham [...]

**Read more:** <http://robot6.comicbookresources.com/2013/07/under-armour-releasing-dc-superhero-inspired-sportswear/>