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You guys should be excited about this portion of Matt's recent public comments,

" After spending a year strengthening our assortment, infrastructure, and tech capabilities, we're now focused on achieving profitability, \*\*launching proprietary products\*\*, leveraging our brand in new ways, and investing in our stores," said the CEO. "

I have made a fortune in my life making proprietary products, as its literally gives you a monopoly as long as the items are in high demand. Re-selling products that every competitor has access to, does not make a very profitable business in my experience.

Stay Jacked as we might learn more about these on the 7th...