

A Winning Combination:

# LT Apparel Group, Pelle Pelle take on the Urban Youth Market

Since 1978 Pelle Pelle has been one of the most trusted names in urban apparel, providing consumers with stylish and fashion forward products. The leader in quality soft leather jackets with state-of-the-art graphics, Pelle Pelle entered the market in 1992, pioneering an urban fit for jeans which became the industry standard. Committed to giving high-end product to consumers and world-class service to retailers, Pelle Pelle became a true urban tradition.

Known for its fresh men's wear designs and detailed high-end men's, women's and children's leather jackets, the trend-setting brand has expanded to the children's market. "The demand for Pelle Pelle grew, first with men's sportswear and now for spring 2008 expanding into boys and girls," reported Sonny Gindi, LT Apparel Group boys' merchandiser. The debut spring '08 line is a partnership between New York-based manufacturer LT Apparel Group and Pelle Pelle,

with rising children's market opportunities leading the brand to their next target.

Acquiring the license to design and distribute children's and tween sportswear, LT Apparel Group will market the Pelle Pelle brand with the same integrity and passion it always brings to the children's industry. Richard Sutton, CEO of LT Apparel Group, noted, "Pelle Pelle founder, Marc Buchanan and the Pelle Pelle team have done an incredible job keeping the brand true to its roots, developing trend right product and creating a loyal following. We are committed to upholding and further strengthening this position in the children's apparel category. LT Apparel's unmatched children's wear experience, coupled with the direction and guidance from Pelle Pelle, promises to be a winning combination." LT Apparel looks forward to reaching the next generation of urban-fashion conscious kids and tweens. "This is a hot market and we are excited to be introducing Pelle Pelle to a new audience," noted Nicole Cavallino, director of design and merchandising for the firm's fashion division. The denim-driven line includes coordinate groups and key items influenced by urban fashion trends. "We incorporated Pelle's Soda Club signature theme for our kid's collection, and are launching spring '08 during holiday in anticipation it will be well received by retailers and their customers."

The boys' line features skulls, heraldic logo crests, yarn dye polos, plaid wovens, all-over printed sweatshirts, printed knit tops, jeans and shorts in fresh new denim washes with embellished back pockets. Each collection has three color stories. The girls' line has all-over printed knit tops, French terry, denim with embellished back pockets and chain belts, logo burn out jersey tops, stretch twill bottoms with logo web belt, and colored denim, each in three color stories.

With distribution to mid-tier and specialty stores in sizes 2T-16, the line includes jeans, pants, shorts, skirts, woven tops, T shirts and fashion novelty items. Spring retail prices for bottoms are \$30-\$40, graphic tees start at \$20, and fashion tops reach \$32. The line is a "must have" for retailers, will move into non-leather outerwear for fall, and add infant coordinates based on customers' re-



LT Apparel Group's new Pelle Pelle line gives children fashion forward styling.

quest. The brand raises industry standards through blends of fabrication and details, and LT Apparel saw significant potential in working with it, Gindi said. "This was a great opportunity to partner with one of the most highly recognized urban brands. We saw the longevity of the company, their attention to quality and detail mirrors that of LT Apparel." Pelle Pelle and LT Apparel Group will partner in all areas, sharing color and trend information, customer and marketing initiatives.



Pelle Pelle by  
LT Apparel Group.

**LT Apparel Group** 100 West 33rd Street, Suite 1012 New York, NY 10001  
T: 212.502.6000 F: 212.268.5160 [www.ltapparel.com](http://www.ltapparel.com)