



For Immediate Release

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LAT Apparel Unveils Brand Evolution Ahead of January Trade Shows

Ball Ground, GA – LAT Apparel is thrilled to announce its brand evolution, celebrating over four decades of crafting high-quality, timeless apparel that resonates with life's unique stories. Just in time for the January trade shows, this evolution reflects our continued commitment to empowering individuals of all ages to **express** their personal narratives.

Since 1982, LAT Apparel has been dedicated to building a diverse brand portfolio that connects with life's every chapter. Our offerings include **RABBITSKINS**®, a beloved brand for children, designed to transform everyday moments into cherished memories, and **LIVE&TELL**®, offering fashion-forward apparel that allows individuals to reflect their individuality in bold and creative ways.

Live & Tell embodies the essence of self-expression, aligning perfectly with its tagline, "*Where Great Stories Begin*". Meanwhile, **Rabbit Skins**, known for its durability and unmatched comfort, carries the tagline, "*Fit for Any Tale*", emphasizing its adaptability to every child's adventures.

"At LAT Apparel, we understand that life is a collection of stories, each as vibrant and dynamic as the apparel we create," said Rachel Newman, CCO. "Our goal has always been to inspire self-**expression** and deliver clothing that fits seamlessly into every stage of life."

With a reputation built on outstanding comfort, and style, LAT Apparel remains dedicated to ethical and responsible manufacturing practices. Our socially compliant, WRAP-certified factories underscore our commitment to creating products with integrity. From toddlers taking their first steps to adults making bold statements, our apparel adapts to life's evolving moments and milestones.

LAT Apparel invites attendees to witness its refreshed identity at the January trade shows, offering a closer look at innovative designs and the stories behind them. By staying true to its legacy while evolving for the future, LAT Apparel reaffirms its position as a trusted partner in clothing life's unforgettable moments — from playful days of childhood to expressions of individuality in adulthood.

For additional information about LAT Apparel and our full product offering, visit www.latapparel.com.

About LAT Apparel

LAT Apparel was founded in 1982 with the mission to create high-quality, versatile apparel that celebrates life's stories. Headquartered in Ball Ground, Georgia, LAT Apparel takes pride in offering products that inspire self-**expression** while maintaining exceptional quality, comfort, and sustainability standards.

The leadership team at LAT Apparel includes Gina Watson as Chairman of the Board and majority owner, Heather Davis as a significant owner, Jon Hays as CEO, Jeremy Wingo as CFO, Rachel Newman as Chief Commercial Officer, Mindy Anastos, VP Of Production Planning and Mickie Schneider as Managing Member.

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