



**For Immediate Release**

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Ball Ground, GA — 2/17/25 — Live & Tell and Rabbit Skins are thrilled to announce the remarkable success of their newly conceptualized booth design for the 2025 season. Seeing tremendous reception, this innovative design displayed the newly refreshed Live & Tell and Rabbit Skins branding, as well as brought the updated lifestyle imagery to life and allowed for increased visitor interactions at PPAI and ISS Long Beach events. It clarified and refined the brand identity of Live & Tell.

The state-of-the-art booth combines an open, accessible floor plan with a retail-inspired visual aesthetic, seamlessly capturing the essence of the Live & Tell and Rabbit Skins names. The design ensures the brand names are prominently and intuitively presented, making it easy for attendees to connect with and remember. Core elements of the booth include dedicated product showcases, exclusive giveaways, live demonstrations, captivating presentations, and interactive features, creating an unforgettable experience for event participants.

“We aimed to craft a booth that not only grabs attention but authentically represents the Live & Tell and Rabbit Skins brands, fostering genuine connection with our audience,” said Tami Miller, Creative Marketing Director. “The outstanding feedback from prospects, partners, and attendees validates our vision. This design not only drives engagement but also strengthens how our brand is perceived and remembered, aligning perfectly with our goals for impactful growth in 2025.”

The newly launched booth has already delivered measurable achievements, including increased social media buzz and media coverage. Attendees continuously highlighted the innovative layout and highly engaging features, which have solidified Live & Tell and Rabbit Skins' status as leaders in creativity and innovation within the industry.

Looking ahead, this groundbreaking booth design will continue to feature at major 2025 events, including Printing United, ensuring ongoing momentum and growth opportunities. Live & Tell and Rabbit Skins remain committed to creating unforgettable engagements that enhance brand clarity and foster long-term success.

For additional information about LAT Apparel and our full product offering, visit [www.latapparel.com](http://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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