

# American Apparel®

## American Apparel Expands Stylish Kids Line, Adds 30 New Pieces

LOS ANGELES, Aug 21, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- American Apparel is announcing the launch of larger and more elaborate kids and babies lines of clothing. Responding to countless requests from customers and employees for American Apparel in youth sizes, the company has translated dozens of its adult styles for the children's lines, as well as incorporating new colors and designs.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090821/LA64537>)

"We've received so many letters from parents asking us to 'shrink down' some of the signature styles for their kids. The ones we started with are simple, practical, fun solutions for parents short on time; they already know the styles and how comfortable they are. We've been looking forward to building this part of our line and are very happy to have answered this demand," said Marsha Brady, a creative director for American Apparel.

Earlier this year, the company tested a child's version of The Shiny Legging to great success. Upcoming additions from American Apparel for kids will include the Bloomer, gingham button-down shirts, suspenders, high-waist skirts and several styles of print leggings. The pieces contrast nicely with American Apparel staples like the kids baby rib brief, karate pant and baby one-pieces.

"The goal was to make pieces that kids and parents could rely on over time. Our adult styles are pieces that people buy over and over again and we want that to be true for kids clothing as well. We'll be the place where that same piece will always be available, no matter how many seasons have passed, or how much the child has grown. Once a basic works, it works," Brady said.

American Apparel currently sells the kids and baby lines at more than 70 US retail locations, several international shops, and online from its e-commerce site. As the company's target customer has matured and begun to include larger numbers of parents, there has been an increased retail and wholesale demand for American Apparel basic styles in children's sizes. In expanding in this area, the company also has an opportunity to reach out to a consumer who may not otherwise have shopped at American Apparel.

"We always listen to the design suggestions of our workers. Many of our employees and models have become parents, and have been very vocal about wanting to dress their kids in American Apparel. It was their ideas and feedback, and frankly their pleading, that prompted us to design for this additional need that our customers also have," Brady said.

American Apparel kids ads now appear next to popular videos on YouTube such as "Charlie Bit My Finger" and "Best Baby Laugh." Pregnant employees also inspired the much-discussed "Yo Mama!" web ads featuring American Apparel basics worn by an expectant model.

As with all American Apparel garments, the kids and babies lines are knit, cut, designed, sewn and marketed in downtown Los Angeles at the company's vertically integrated facilities. Workers at the company have access to low-cost healthcare and fair wages. American Apparel has over 10,500 employees and is the largest clothing manufacturer in North America.

### About American Apparel

American Apparel is a vertically integrated manufacturer, distributor and retailer of branded fashion basic apparel based in downtown Los Angeles, California. As of July 31, 2009, American Apparel employed approximately 10,000 people and operated over 275 retail stores in 20 countries, including the United States, Canada, Mexico, Brazil, the United Kingdom, Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, Spain, Sweden, Switzerland, Israel, Australia, Japan, South Korea and China. American Apparel also operates a leading wholesale business that supplies high quality T-shirts and other casual wear to distributors and screen printers. In addition to its retail stores and wholesale operations, American Apparel operates an online retail e-commerce website at <http://www.americanapparel.com>.

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