

GRAMICCI

For Immediate Release

Gramicci Goes Old School Design

*Fall 2010 Expanded Offering Of Iconic G-Climbing and Vintage 80's and 90's Designs
Ignites Pre Season Sales*

AGOURA HILLS, Calif. (1/8/2010)— Gramicci the 27 year old originator of authentic climbing and outdoor lifestyle apparel, with the support of its new association with Hagggar Clothing Co., maker of casual and dress apparel, has launched “Old School is New School,” a Fall 2010 design initiative where it is offering beloved 80's and 90's archival climbing and lifestyle designs that helped build it into the soul brand of the outdoor industry.

“Our dealers and consumers were behind all this,” said Marty Weening President of Gramicci. “We received calls, emails, and letters even actual garments from customers pleading we bring back Old School favorite Gramicci designs. It made perfect sense. Like the ingenious comfort engineered G-Climbing Pant so many other designs in the archives are just as timeless and relevant as when they were originally created. Hence we think Old School Gramicci can surely become New School. If pre-line is any indication this is precisely what our dealers were looking for right now.”

Retailer memories are being jogged with the renaissance of Old School men’s and women’s Gramicci climbing and outdoor designs like the Vintage High Low Knits, Original and Vintage G, Rockin Sport, pants and shorts , the famous Mountain Jean and Short, “Give Me Shelter” pant and many more. Weening describes an example for this demand, “in women’s true 1984 Vintage Peg leg G Climbing Pant and short was literally hand carried to the Gramicci design studios by a customer taken from her Gramicci 1984 pant to the Gramicci design studio and showing us the true.”

In November 2009 Gramicci signed a Master License Agreement with the Hagggar Clothing Company. It is business as usual for both Companies with no physical personnel changes. But Hagggar stated it recognized considerable opportunity in Gramicci as one of the few iconic brands of the outdoor market segment. Weening states, “Hagggar’s considerable sourcing capabilities have already allowed Gramicci to pass on to our dealers and consumers significantly better prices. This along with the ‘Old School is New School’ design revival means Gramicci is positioned for growth and can bring a greater margins to our dealers.” The greatest benefit to both Gramicci and the retailer is scalability; Gramicci can meet all demand.

The new Old School Gramicci Fall product can be seen at the Winter Outdoor Retailer Show in Salt Lake City at the Salt Palace Convention Center, booth #9001.

About Gramicci

Gramicci, considered the ‘soul brand’ of the outdoor industry, is first associated with the iconic climbing styles of the G-climbing pant and short over 27 years ago. In recent years, the company has evolved into a nature-inspired, sustainably produced, lifestyle apparel brand. Over 60% of the Gramicci product is made of all organic or blends of organic and recycled materials. Advanced organic natural fiber technologies have been added to Gramicci’s famous engineered “freedom of movement” comfort design, and signature “perfectly imperfect” worn and weathered fabric and garment finishes. For more information, visit: www.gramicci.com.

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