

| SPLISH, SPLASH | JUNE/JULY 2011

FashionMANUSCRIPT



BUILDING BRANDS THROUGH BUZZ

THE BROMLEY GROUP, LLC
KAREN BROMLEY, PRINCIPAL

NEW COLLECTION OF QUICK DRYING TRAVEL SLEEPWEAR

Cool-jams wicking sleepwear, already known for their top-rated wicking temperature-regulating sleepwear, has introduced a new collection of travel sleepwear made from a similar quick drying, lightweight wicking fabric.

"Cool-jams Sleepwear is perfect for travel because it's quick drying, compact, lightweight and wrinkle resistant, which are all very important requirements of travel clothing," explains Cool-jams Founder, Anita Mahaffey. "These pajamas are the perfect pajama to take on a trip because you can just rinse them in the sink in the morning, hang to dry and they are good to go by the evening—Cool-jams dry three times faster than cotton pajamas! Additionally, these pajamas also have the ability to regulate body temperature. When it's hot, they draw excess heat and moisture away from the body and when the temperatures get cooler, the pajamas still feel warm and cozy."

The travel products industry has exploded over the past few years because the baby boomer population has begun to reach retirement age and many have more time and money to travel. With over 75 million baby boomers in the U.S. alone, Cool-jams will be kept busy designing and manufacturing wicking travel pajamas for the foreseeable future.

RETAIL GOODS PROJECTED TO RISE 10–15% THIS SUMMER

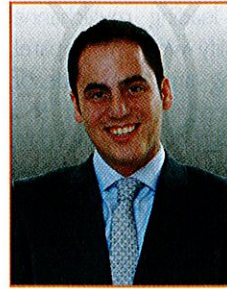
According to a new survey of retail goods manufacturers and importers, consumer goods at retail are likely to rise by ten to fifteen percent later this summer, particularly in the apparel and home furnishings segments.

The increases are due to spikes in commodities and logistics costs. 94.4 percent of those surveyed believe that the increased cost of cotton will affect the cost of high cotton content products such as sheets, t-shirts and socks, with almost half (44.4 percent) expecting prices of high cotton content products to increase by ten percent or more.

Additional key findings in the survey included 62 percent of respondents said that their logistics costs have increased by more than five percent in the past year. Of those who identified an increase in logistics costs, almost two-thirds are passing at least some portion of the increased cost along to the retailer and consumer, causing retail prices to escalate even more. For manufacturers and importers the rise in oil prices (89.6 percent) as well as the conflicts in Egypt and Libya (62.5 percent) is the driving force behind this increase.

The Global Retail Manufacturers and Importers Survey, conducted by Capital Business Credit LLC, a global integrated financial products and services company with an emphasis in the retail sector, surveyed over 70 manufacturers and importers in the apparel, housewares, home furnishings, fashion accessories and furniture industries, who manufacture some, if not all, of their products in China, India, Vietnam, Bangladesh and Pakistan.

GELMART IS NOW GELMART INTERNATIONAL



Over the past six decades, Gelmart Industries Inc. has established itself as a leader in the intimate apparel industry. Building upon this solid foundation, the company is entering the next phase of its development. For starters, the family-owned company headed by president Yossi Nasser will now be doing business as Gelmart International.

Nasser states, "The name change reflects our growth strategy which includes global reach. Gelmart is no longer just a manufacturer. Today, we are a full-service vendor partner with the ability to design and develop, source and manufacture, merchandise and market the right product, at the right time, at the right price. We service each customer to the best of our ability."

With the help of QuallsBenson, the creative team, Gelmart has also been re-branded—including the re-launch of the company's website and a new company logo. The new look reflects the new direction of the company while still paying tribute to Gelmart's long history.

The company is also implementing strategies that are necessary to support their plans for growth; priority is being placed on product innovation and merchandising. Gelmart's mission is to design and develop product that is innovative, solution-oriented, trend-right, and value-driven. The company's designers are challenged to ask themselves, "How or why is this product relevant?" and "Does this product provide a solution, meet a need, or fill a niche or void?"

Gelmart's short-term strategy is to focus on the expansion of its core business. Leveraging their strengths, they are driving volume/sales within their established retail channels that include mass retailers and national chains such as Walmart, Kmart, Sears, as well as specialty stores like Avenue. At the same time, the company is rapidly increasing their retail distribution channels by diversifying product categories and merchandising methods. The next phase of the company's growth includes the development of in-house brands and the licensing of established, nationally recognized brands. Over the next five years, Gelmart plans to double annual wholesale revenues by designing, manufacturing and marketing a comprehensive portfolio of brands in the intimate apparel, shapewear, and sleepwear categories.

Nasser concludes, "I am very excited and honored to be leading the transformation at Gelmart. I have very high confidence in the future success of this company. I am not only motivated as an owner; I am proud to continue the legacy of this family business that has maintained strong family values throughout its history. I have a high level of regard and confidence in the people that work with me. Together, we are taking Gelmart to the next level."