

there's a revolution coming to your sock drawer!
littlemissmatched™ is changing the world one sock at a time



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More Adventures in MissMatched Madness

Enter a world free from rules...Where things match because you say they do

(New York) – LittleMissMatched™, the ground-breaking company that began with the wacky idea to sell colorful mismatched socks in odd numbers, is busting down doors and taking the design world by storm in sockadelic proportions.

Once their socks hit the shelves, LittleMissMatched quickly discovered that girls want to have fun with more than just their feet. In one year, LittleMissMatched has created gloves, sleepwear, swimwear, bedding, electronic socks, and a book (*My MissMatched Life*, Chronicle Books) – all incorporating their core design philosophy that *nothing matches but anything goes*. Each collection allows for thousands of clever combinations using unique color waves and patterns, giving girls the chance to express their creativity and individuality every day of the year.

LittleMissMatched is convinced that their success is, in large part, due to going against the grain. Their spirited core philosophy counters the kind of over-sexualized, conformist ad campaigns and products that proliferate daily.

Co-founder, Arielle Eckstut, says, "Both parents and girls themselves have become increasingly uncomfortable and even disturbed by the fashions that are marketed to them. Girls should be allowed to be girls for as long as they want to be. And they should be encouraged to have fun and express their individuality!"

LittleMissMatched firmly believes that girls can be style icons without being victims of adult trends. Their whimsical and playful marketing and products reinforce these ideas and have resulted in hundreds of love letters praising the mismatched way of life. The company's cult-like following of kids and adults crave any and all things mismatched.

LittleMissMatched's immediate and wide-spread success is also due to its bold patterns and vibrant color waves. With names like "kooky", "marvelous", "fabulous" and "zany", these color combos are scientifically proven to entice and excite. In addition, girls have made an enduring connection with the company's relatable and kid-friendly character, "LittleMissMatched."

The mismatched success of the brand isn't just coast-to-coast. With fans in Japan, France, England and Canada, the LittleMissMatched phenomenon is reaching global proportions. With a future this bright, the mismatched madness is sure not to stop here...

LittleMissmatched is available at department stores and select, specialty boutiques nationwide as well as online at www.littlemissmatched.com. The collections retail from \$8 for a 3-pack of socks to \$65 for sleepwear.



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