



PRESS RELEASE

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Popular swimwear store releases new line for men

Thursday, October 4, 2007

VANCOUVER, BC - Popular West Broadway swimwear store, Bab's and Betty's announced today that they were expanding their retail selection to include custom lines for boys and men. This new development marks a recent trend in high-end fashion stores to market their products across the genders.

Store manager, Ima Gorjis, has this to say about the new collection: "We are extremely excited about these new lines for men. Not many stores custom design swimwear for all those guys out there." But Gorjis has other projects up her sleeve too, some of which may even involve man's best friend. "Yes, it is true. We're working closely with our product developers to design a line for pets. So don't be surprised if you see Bab's and Betty's being represented in Vancouver's dog parks as well as its beaches."

The taylor-made clothing at Bab's and Betty's is extremely popular with Vancouver's residents. Not only are the most current trends in the fashion industry represented at the store, but they're eco-friendly too. Gorjis explains: "We use only the highest quality organic cotton, hemp, and bamboo. We have very rigorous standards when it comes to how sustainable our manufacturing operations are."

Gorjis is hoping that Bab's and Betty's can expand their presence in Canada, with new stores opening in Calgary and Toronto. The new men's line will go a long way in establishing their foothold in these landlocked markets.

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About Bab's & Betty's

Bab's and Betty's is a high-end swimwear fashion store. We custom design swimwear for all shapes and sizes. For more information visit BandBs.com.

