



FOR IMMEDIATE RELEASE

Haberdashery & Home Lifestyle Brands Tied Together

HomTex, Inc. acquires the original and first southern apparel brand, Southern Proper®

Atlanta, Georgia (January 9th, 2019) – HomTex Incorporated, the Alabama based global textile, apparel, and home goods leader has announced the acquisition of Southern Proper®. By tying together the innovative and exceptional quality that the HomTex family of brands is known for, along with the tried and true marketing and authenticity of the Southern Proper brand, this strategic move will create a lifestyle brand engine for producing unique consumer goods across the home and apparel markets both domestically and abroad.

With the acquisition of the brand, the HomTex leadership will work with the Southern Proper team to enhance and build superior product quality, expand categories and fuel growth beyond its current footprint. Founder and CEO, Emmie Howard will continue to lead these efforts for Southern Proper and collaborate with the HomTex vision to create a family of truly exceptional labels within their family of brands.

“This strategic acquisition of Southern Proper® not only aligns two great entrepreneurial efforts, but enhances the overall strength of our heritage of HomTex as an industry leader.” said Jeremy Wootten, President and CFO of HomTex, Inc. “We are pleased to have such a complementary brand in our repertoire and expand our consumer base.”

Jerry Wootten, Founder and CEO of HomTex added, “We have been making products for 30 years that actually make people’s lives better. With our products, consumers sleep better, feel better and now we are pleased to announce they can dress better too”.

Southern Proper and HomTex will be launching several product expansions in 2019 including Southern Proper for the Home.

About HomTex, Inc.

Since 1987, HomTex has grown exponentially to become a leading innovator in the global textiles industry – manufacturing and distributing HomTex and private-branded products through the home textiles, hospitality, and apparel industries. As a family-owned business, HomTex maintains its corporate headquarters in the family’s hometown of Cullman, Alabama, and now also has domestic production and distribution facilities in North Carolina, South Carolina and Tennessee. In addition to their domestic manufacturing, HomTex has showrooms in New York City and Las Vegas as well as fully staffed offices overseas in both China and India.

Read more about the family of HomTex brands like DreamFit and Dream Essence FitRite at Homtex.com

About Southern Proper, LLC

Since 2005, Southern Proper has worked to spread authentic Southern culture across the country. What started exclusively as hand-drawn and designed bowties and ties has become a one-stop-shop for dressing both gentlemen from head to toe. Thanks to its unique touches and careful attention to detail, Southern Proper has become one of today’s leading heritage clothing brands.

Southern Proper is available online at SouthernProper.com and at over 200 specialty and department stores across the country.

###