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Expert Brand Expands American MoCA™ Fashion-Forward Lifestyle Collection *– Enhanced Collection Fuses Fashion and Function for Everyday Wear –*

VERNON, Calif., February 21, 2019 – Expert Brand, a leading B2B active lifestyle apparel and promotional clothing company, is excited to announce the expansion of its popular American MoCA™ collection just in time for Spring. Eight new styles – six for women and two for men – are the latest trend-forward options that mix fashion and function for everyday wear.

A leading innovator in wholesale active lifestyle apparel, Expert Brand’s latest introductions to the American MoCA™ collection feature its trademark durability and versatility, while also offering vibrant colors made with an environmentally-friendly sustainable fiber that defines a new world of comfort with a luxurious soft hand. Each new piece has a silky-smooth feel and beautiful drape, with all garments featuring tear-away labels. Not intended for high-intensity workouts, the collection of hoodies, V-neck shirts, tanks and cardigans feature a luxury blend of micro modal and combed cotton that represents a new level of comfort wear. The new women’s styles include a tie front tank, drape front cardigan, sleeveless hoodie, V-neck hoodie, V-neck tee and cinch back tee, while the new men’s styles include V-neck short and long sleeve tees.

“The latest additions to the American MoCA™ collection are ideal for an everyday active lifestyle of cycling, yoga, hiking, walking and other activities,” said Expert Brand Owner Sion Shaman. “With superior quality and printability, this lifestyle apparel is the preferred choice for studios, gyms and other sports and event facilities with an on-the-go clientele that will showcase their brand as they run errands and tackle everyday tasks.” Shaman named the collection for both its combination of materials – modal and cotton – and its California roots, with every piece Made in the USA.

Established in 1993, Expert Brand’s owners are the creators of the fabric used in their various collections. Based in the Los Angeles garment district, the company has set itself apart with its deep roots in the active lifestyle niche and long-term relationship with the U.S. Army, Navy and



Marines as their official licensee. Beyond its American MoCA™ collection, the trusted brand also specializes in wholesale fitness apparel, performance brand clothing and corporate logo wear.

Expert Brand is currently offering a 10 percent discount on first orders that include these recently-released styles. The new styles can be found online at www.expertbrand.com/2019-american-moca.html. Additional information about Expert Brand, including their full collections for men, women and youth, can be found at www.expertbrand.com.

About Expert Brand

For 25 years, Expert Brand has served as a leading manufacturer and wholesaler of lifestyle, fitness, high performance and corporate apparel. With most products Made in the USA, the company has found its success through quality fabric and collections that combine fashion, function and fit. Known for its quick turnaround, competitive pricing and free shipping on orders over \$300, Expert Brand is the choice of leading wellness facilities and corporations nationwide.

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