



SKEET SKIRT

2007 PRESS KIT

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ABOUT SKEET SKIRT

Founders:

Nick Christensen and Athena Fung

Year founded:

2005

Location:

Los Angeles, CA

Clothing manufactured in:

US, Japan, China

Web site:

www.skeetskirt.com

Distribution:

Global

THE EVOLUTION AND CONCEPT

California-based designer and co-founder Nick Christensen, became fascinated with popular fashion around the world while doing research for his graduate thesis. He discovered that there were numerous interpretations of the California fashion style—especially in Tokyo.

Because of this phenomenon, he thought about starting his own business. Nick traveled extensively to Europe and Asia to research this idea.

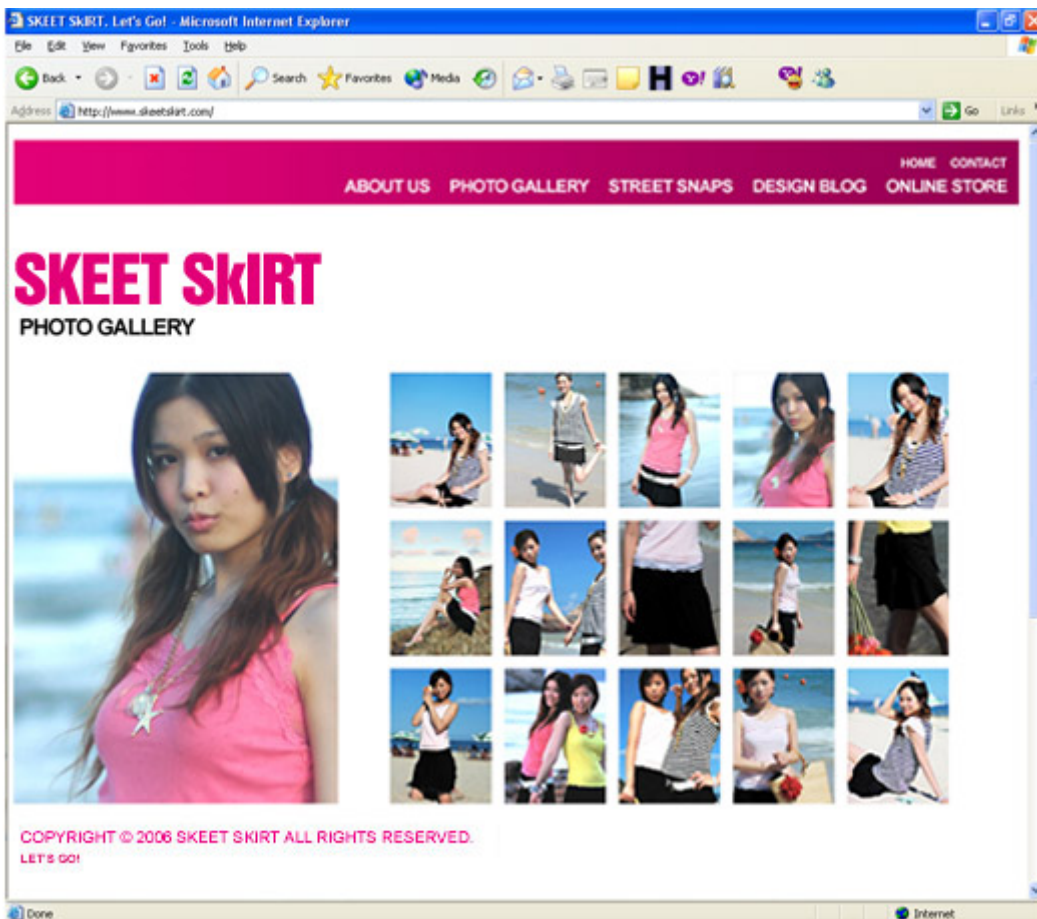
During one of his travels and coincidentally at a time of incredible political instability, a case of mistaken identity forced Nick to spend a brief detention in a correctional facility. Concern for Nick deepened among his friends and family and each did what they could to reach out to their extended network around the world for help.

It was one of these pleas that got the attention of co-founder Athena Fung, a fashion student in Hong Kong. She wrote to Nick while he was detained and they began corresponding about their interests and lives. The discovery that they both share an immense love of fashion and design led to the birth of SKEET SKIRT. Athena constantly joked with Nick about contacting her mercenary friends to break him out with machine guns and tanks and from this, the brand identity was born.

SUMMARY

SKEET SKIRT is a clothing company that specializes in youthful and trend-setting skirts for women all over the world. Our casual line celebrates individuality and fun-whether worn to a party or on a weekend-- with a variety of styles, fabrics and colors. We appreciate the working girl by offering a work line that is suitable for the office or professional environment but still adheres to the idea of individuality and fun. Our runway line screams of creativity and edge, taking the concept of style and self-expression to the next level. SKEET SKIRT is happy to deliver something creative, unique and fun for every girl in the world, no matter where she is or what she's doing.

Visit our Web site www.skeetskirt.com



PRODUCT PHOTOS

Need photos for advertising? We have a variety of high-resolution photographs available in both jpg and tiff formats. Please let us know what your needs are, so we can provide a photo CD or arrange an FTP transfer. Both **product only** and **product on model** photos are available. Additionally, we can provide actual skirts to you for your own custom photo shoot. Please, contact us for additional details.

