



FEW New Zealand to Unveil Spring '09 Collection at ASR and Surf Expo

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PRESS RELEASE

FEW New Zealand, a lifestyle apparel brand for men and women, is excited to unveil its spring '09 collection at the Action Sports Retailer (ASR) trade show, booth #3308, and at Surf Expo, booth #1615S. The spring '09 collection draws its key inspiration from a small New Zealand holiday home called a bach.

Paying homage to the Kiwi bach, the spring '09 designs are inspired and influenced by peeling paint, beers around the barbeque pit, musty sheets, chipped plates and everything else a New Zealand holiday experience evokes. Highlights of the men's and women's collections include surf hoodies, stylish shorts and dresses. Borrowed elements from the past are reintroduced in a modern way for spring '09 and tailored silhouettes highlighted with bold accents are seen throughout FEW's line. New categories to the FEW collection are bikinis, men's woven tops and women's seersucker pants.

Having had great success with men's boardshorts and men's and women's rashguards in spring '08, FEW is expanding upon the surf/swim category by introducing four bikini styles offered in two colors per style. Another update to this category is the use of a fabric called Flexile on the men's boardshorts; Flexile provides stretch but maintains the natural shape of the garment. The close attention to fit and detail are sure to make these pieces comfortable in and out of the surf.

Quirky graphics and prints will remain in the tee collection; some of the favorite men's prints are "Dodgy" and "Rain Panda" and the standout women's graphics include "On the Wall" and "Morepork Owl," each of which exudes that Kiwi flair that makes FEW so unique. The tee collection will also include organic cotton and eco-friendly bamboo fabrics.

"The spring '09 collection is our strongest yet and we are eager to share it with everyone," said FEW Founder Kena Lucy. "Our designers are on point with trends and we're excited about the growth and progress of the brand as a whole." In the past year FEW has experienced rapid growth and the company was thrilled to add retailers like the trendy California boutique Intuition and Swell.com. This year FEW is excited to take another step forward with the spring '09 collection. Retail price points for the collection range from \$26.00 to \$75.00 and will be sold through a network of specialty and boutique retailers worldwide.

ABOUT FEW-New Zealand

FEW New Zealand is a clothing company established to engage, inspire and educate cross-cultural exchange through clothing, sport, art and music. FEW is grounded in surfing, snowboarding, skateboarding and provides a portal into the New Zealand way of life through clothing that reflects the culture graphically, culturally and athletically. FEW aims to provide a springboard for the youth to capture and explore individualized raw moments through their participation in sports, communication and their life journey. Visit www.few.co.nz for more details.