

## **Introducing wearable art from lucy**

### *lucy launches new limited edition Art Hoodies*

PORTLAND, Ore. – September 2, 2008 – Now more than ever, women are seeking the unique and exclusive to express their individual style. With the new limited edition Art Hoodies from lucy one can wear her “art” on her sleeve.

This month, the *lucy*<sup>®</sup> brand is launching a new collection of limited edition Art Hoodies, perfect for layering. These new hoodies feature original designs from Portland artists, and incorporate a variety of techniques including bleach discharge printing, metallic foil, screen printing and embroidery. With exclusive designs and intentional detail, the new limited edition Art Hoodies from *lucy*<sup>®</sup> make hitting the gym fun and fashionable.

“Our goal with the Art Toile Hoodie was to take traditional baroque elements and treat them in a modern way, with bleach discharge printing for an ultra soft look and feel,” said Kathleen McNally, Vice President of Design for lucy activewear. “We also took a new approach to animal print with the Python Hoodie, by exploding the scale in an all-over print. The Pretty Hoodie incorporates a classic mix of romantic baroque styles uniquely paired and printed in contrasting techniques.”

These Art Hoodies were designed utilizing the entire garment as a canvas, with intricate details throughout. Look for printing on the lining of the hood, metallic accents and even the occasional embroidered bumblebee.

Made with loose-knit french terry and garment washed, the *lucy*<sup>®</sup> Art Hoodie feels like an old favorite from day one. The *lucy*<sup>®</sup> limited edition Art Hoodies retail for \$98.00, and will be available starting mid-August with new editions arriving in store each quarter.

#### **About *lucy*<sup>®</sup> activewear**

lucy activewear is a Portland, Oregon-based apparel company for women who value style, fit and performance. Launched in 2000, the *lucy*<sup>®</sup> brand was created to inspire a woman’s active life; since then, lucy activewear has grown from its origins as [lucy.com](http://lucy.com), an online retailer, to a vertical retailer currently operating 63 stores nationwide. Today, the *lucy*<sup>®</sup> brand continues to provide versatile, fashionable performance apparel for active women. In August 2007, VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of lucy activewear, Inc. As a result of the acquisition, lucy activewear, inc. is now a wholly owned subsidiary of VF Corporation.

#### **About VF**

VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, imagewear, sportswear and contemporary apparel brands. Its principal brands include *Wrangler*<sup>®</sup>, *Lee*<sup>®</sup>, *Riders*<sup>®</sup>, *The North Face*<sup>®</sup>,