

CELEBRATING 5 YEARS OF LORIET

October 2009 - New York, NY

Loriet Tennis & Sports Apparel started as a glimmer in the eyes of its founders; a graduate school business plan that took on a life of its own. Then in the spring of 2005 Loriet became a reality with its first collection debuting at a WTA Tournament in Amelia Island Florida. Now five years later, Loriet Sports Apparel can be purchased online, in stores and boutiques around the country, and is promoted worldwide.

In celebration of its anniversary, Loriet is launching its newest collection. Loriet's new line will introduce some of the most modern advancements in fabric technology. The designs will be sleek and contemporary, keeping with Loriet's overall style, while adding a spin to some of their most popular items. From Skirts to Skorts, from Ts to Polos, Loriet's new collection has something for everybody.

A celebration is incomplete without a line-up of exciting events which is why Loriet will be participating and sponsoring a number of events and tournaments at home and abroad. Loriet is also looking forward to continuing its work with a variety of organizations and programs worldwide to support player development and other important causes.

Loriet Tennis & Sports Apparel was founded on a desire to make unique, high quality sports apparel, by athletes for athletes. Five years later its founders' dreams have become a reality but if you ask them, Loriet is only getting started. To find out more about Loriet you can visit them online at:

www.LORIET.com