



Media Relations
People Like Me
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NEWS
For Immediate Release

COMPANY OVERVIEW

People Like Me features t-shirts for both men and women as well as handbags and accessories. The theme that is prominent in the designs is the humor and taboo of early American pop culture mixed with modern themes all filtered through original artwork. Stylistically, we owe our bright colors and bold illustration to anything from Tammy Faye's make-up, to comic books and Adam West Batman reruns.

The designs, like the company name, are purposefully ambiguous. We like to see you look twice and scratch your head. If, however, we don't get a warm fuzzy feeling in our nether-regions from a design, we won't sell it to you. We only make things we would wear ourselves. Call it egocentric. Call it a public duty. Call it the Spidey complex (with great power comes great responsibility). Just don't call it a comeback.

People Like Me is the type of brand that communicates a sense of confidence, but also creates a sense of awareness for those that "get" the clothing. We invite our consumers to create their own interpretation of the company brand and the designs themselves.

With our tagline "The Right Brain is Never Wrong" we want to offer our customers an identity outside of that ascribed by social institutions. This shouldn't be hard with a group of founders that are as different from each other as the Justice League, except our secret headquarters are in Red Bank, New Jersey.

Rest assured that People Like Me's designs will only get weirder. We plan to allow our designs to evolve as we spread like an STD and love every minute of it.