



**FOR IMMEDIATE RELEASE**

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**LAT Apparel Announces Promotion of Dustin Moe to Senior Director, Distributor Sales**

*Ball Ground, GA* – January 8, 2026 – LAT Apparel is proud to announce the promotion of **Dustin Moe** to **Senior Director, Distributor Sales**. Dustin has been an integral part of the company for 9 years, consistently demonstrating a deep commitment to strengthening partnerships across our distribution network.

In his expanded role, Dustin will lead key strategic initiatives designed to accelerate growth, deepen collaboration with distributor partners, and align cross-functional teams to deliver long-term value. His proven track record and dedication to excellence make him the ideal leader to drive this critical area forward.

“Dustin’s promotion reflects his outstanding contributions and unwavering focus on building strong, mutually beneficial relationships with our distributors,” said Rachel Newman, President. “We are excited to see him continue to lead high-impact initiatives, foster trusted partnerships, and drive sustainable growth across our distributor network.”

Since joining LAT Apparel, Dustin has played a pivotal role in expanding distributor engagement and supporting scalable growth initiatives. Dustin’s focus on partnership-driven success has helped strengthen relationships while building meaningful value through shared growth objectives.

Please join us in congratulating Dustin on this well-deserved achievement.

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**About LAT Apparel**

LAT Apparel stands apart in the apparel industry with elevated essentials that go beyond basic blanks.

We focus on creating quality-driven styles with thoughtful design, fit, and comfort—made for decorators and retail alike. Our commitment to ethical sourcing, safety, and sustainability is demonstrated through CPSIA compliance, WRAP certification, Prop 65 adherence, and ongoing efforts to reduce our carbon footprint.

Every garment from LAT Apparel delivers softness, quality, and confidence—for every shape, size, and story.