

# Live & Tell<sup>®</sup>

BY L.A.T.

In a world of endless chatter,  
one brand rises above the rest ...  
with clarity, sincerity, and authenticity.

Live and Tell ...

We are the cultivators of self-expression. The  
champions of individual adventures. From bustling  
cities to quiet corners. From grand stages to  
intimate gatherings. We don't just create apparel.  
We inspire narratives where every thread is an ink  
stroke, and every look tells a story.

To the dreamers and the doers, we offer a platform  
for creativity. To the bold and the brilliant, we  
provide the means to shine. Because your voice  
needs an audience. And your passion deserves  
a spotlight.

Live and Tell. "Where Great Stories Begin."





# HOW ARE WE DIFFERENT?

## The Details

We strive to offer apparel that encompasses elevated style, comfort, and quality. Our ultimate goal is to offer a retail spin on market blanks to give customers options far beyond basic. Each new style that is introduced by Live & Tell has been meticulously designed with both innovation and elevation in mind. We think of everything from hem sizes to rib gauges; From necktapes to sleeve detailing. Whether it's a unique stitching, a specialty seam placement, a shaped hemline, luxurious fabric, or elevated trims - the details are what set Live & Tell apart from the competition.

## Uniqueness of Style

Live & Tell focuses on offering a unique product line that includes fashion, thoughtful details, high-quality fabrics, and styling that is unique to the industry. We strive to offer apparel that encompasses elevated style, comfort, and quality. Our ultimate goal is to offer a retail spin on market blanks to give customers options far beyond basic.



## Fabric: Vintage Wash

Vintage Wash fabric is a wash process that took years to develop and perfect. The result of our extensive development is the ultra-soft hand and faded “vintage” look without any bleeding or dye migration. Vintage Wash offers customers a high-end tee with elevated details that is unique to any other product on the market. Decorators have also called this fabric the best in the industry for discharge printing. Others offering a washed product are using pigment dyes. The dye can cause a harsher hand feel and puts the garments at risk for dye migration and bleeding during consumer washing and decoration.

## Fabric: Combed Ringspun Cotton

Live & Tell offers an elevated fabric by utilizing combed ringspun cotton, making our adult and youth product easy to decorate, durable, and offering an exceptional handfeel. All White & Ash garments are sewn with 100% cotton thread for easy garment dying abilities.

## Fabric: 3-End Fleece

With the exception of our specialty Vintage Wash fleece, all Live & Tell fleece is offered in 3-end fabric with 100% cotton face allowing for a cleaner decoration and better ink absorption for durability and ease of care.