

**FOR IMMEDIATE RELEASE**

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**Contact:**

Tami Miller, Creative Marketing Director

Phone: 740-221-7111

Email: [tmiller@latapparel.com](mailto:tmiller@latapparel.com)

**Live & Tell® Introduces the Versatile Luxury Collection—Where Heavyweight Meets Elevated Design**

**Ball Ground, GA — January 2026** — Live & Tell® announces the launch of its **Versatile Luxury Collection**, a refined assortment of elevated essentials designed for today's branders. Built with intention and performance in mind, the collection redefines what premium basics can—and should—be.

The Versatile Luxury Collection pairs **premium weight with superior durability**, delivering a dependable backdrop for decoration. Heavier fabrics resist stretching and puckering, allowing prints to remain sharp, vibrant, and consistent. The result is a garment that lets branding take center stage while offering a look and feel that's unmistakably premium.

The collection is anchored by two new Live & Tell fabrications—**10 oz. Heavyweight fleece and 7.3 oz microrib**, engineered to provide structure without stiffness and substance without bulk. Unlike traditional Heavyweight garments, which can feel rigid or restrictive, this fabric stands out for its **balanced construction, refined fabrication, and elevated drape**—setting it apart in a competitive marketplace.

**Why Live & Tell Heavyweight stands out:**

- **Intentional Weight & Structure** – Holds its shape while remaining comfortable and wearable
- **Elevated Hand-Feel** – Soft, smooth, and premium to the touch
- **Modern Versatility** – Designed to transition seamlessly from Casual Friday to country club classics to street-ready style
- **Built to Last** – Durable construction with reduced transparency for long-term wear

The Versatile Luxury Collection reflects a shift toward **intentional purchasing**, prioritizing quality, fit, and timeless design over fast fashion trends. Each piece is thoughtfully constructed to serve as a reliable wardrobe staple—refined, versatile, and made to endure.

“With Versatile Luxury, we set out to elevate the everyday,” said Tami Miller, Creative Marketing Director “Our Heavyweight fabric is a true differentiator—designed to deliver polish, comfort, and performance without compromise.”

The **Versatile Luxury Collection** is now available through Live & Tell® and select wholesale partners.

For more information, visit [latapparel.com](https://latapparel.com) or follow [@liveandtell](https://www.instagram.com/liveandtell) for collection highlights and styling inspiration.

## **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.