



**FOR IMMEDIATE RELEASE**  
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**LAT Apparel Promotes Rachel Newman to President**

**BALL GROUND, GA** — LAT Apparel is proud to announce the promotion of **Rachel Newman to President**. Since joining the company as Chief Commercial Officer in 2024, Rachel has been instrumental in shaping LAT's strategic vision, strengthening brand alignment, and driving continued growth across all business channels.

With more than 25 years of experience in the apparel industry, Rachel brings a proven track record of leadership, innovation, and results. Prior to joining LAT, she held several senior roles at Hanesbrands, including VP/GM of the Printwear and Hanes Apparel divisions and VP of Sales for Champion retail.

During her tenure, she helped lead brand integrations, launched and grew the ComfortWash brand, guided Hanes' evolution into a top ecommerce-driven business.

At LAT Apparel, Rachel's leadership has helped refine the company's brand direction, deepen customer relationships, and elevate LAT's position within the promotional apparel market. Her collaborative approach and focus on long-term strategy continue to move the organization forward.

"Rachel's leadership, deep industry experience, and passion for the LAT mission make her the right person lead us into the future," said **Jon Hays, CEO**. "She has an exceptional ability to balance innovation, operational excellence, and team development—all while keeping the customer at the heart of our decisions."

Rachel holds a B.S. in International Business from Bradley University and an M.B.A. from the University of North Carolina. Outside of work, she enjoys time with her husband and their three sons. The family resides in Georgia.

"I'm honored to step into this role and continue building on the incredible foundation our team has created," said **Newman**. "LAT Apparel has always stood for quality, creativity, and strong partnerships. I'm excited for what's ahead as we continue to grow and evolve together."

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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.