

# **LAT APPAREL**

## **LIVE AND TELL**

### **For Immediate Release**

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### **LAT Apparel Welcomes Rachel Newman as Chief Commercial Officer**

BALL GROUND, GA — We are thrilled to announce that Rachel Newman has joined the LAT Apparel team as our Chief Commercial Officer. Rachel brings with her an impressive dossier that spans more than twenty-five years, featuring pivotal roles in strategic growth, brand evolution, and leadership. She now steps into a key role at LAT Apparel, poised to steer the company towards an innovative and stellar future.

Her career is marked by significant achievements, including her tenure as VP/GM at Hanesbrands overseeing the Printwear and Hanes Apparel divisions, as well as playing a pivotal role as VP of Sales for Champion retail. Rachel's dedication and skill have been evident throughout her career, having been a central figure in Hanesbrands' acquisition and development strategies, notably the acquisition of Alternative Apparel and the successful launch and growth of the ComfortWash brand.

Rachel's leadership transformed the Hanes Apparel business towards a thriving ecommerce platform. She has also played a crucial role in developing relationships with major retailers for the Champion brand such as Macy's, Kohl's, JCP and TJX. Holding a B.S. in International Business from Bradley University and an M.B.A from the University of North Carolina, Rachel's academic and professional background perfectly aligns with LAT Apparel's values and vision.

On a personal note, Rachel enjoys the support of her husband and is a proud mother to three boys, showcasing her role as a dedicated leader both at work and home. She and her family will reside in GA.

"I'm incredibly excited about joining LAT Apparel," says Newman. "The transformation and consistent quality delivery in the past few years have positioned LAT as a leader in the promotional apparel industry. I look forward to contributing to the growth and development of LAT's brand portfolio alongside the talented team."

"We are thrilled to welcome Rachel to LAT Apparel. Her visionary leadership and unparalleled expertise in the apparel industry are exactly what we need to propel our brand to new heights. Rachel's dedication to innovation and sustainability aligns perfectly with our core values, and I

am confident that her contributions will not only enrich our team but also enhance our service to customers and partners alike," stated Gina Watson, CEO of LAT Apparel.

### **About LAT Apparel**

LAT Apparel stands out in the apparel industry by offering fresh, superior styles beyond basic blanks. We focus on creating elevated basics that differentiate our products through unique design details, fabrics, fits, and styling, all without compromising on affordability. Our commitment to quality, safety, ethical sourcing, and sustainability is unwavering, demonstrated through our adherence to federal and state requirements, CPSIA compliance, WRAP certification, Prop 65 compliance, and our continued efforts in reducing our carbon footprint. With every garment from LAT Apparel, you get the promise of exceptional quality and softness for every shape and size.