

**FOR IMMEDIATE RELEASE**

## **L.A.T. Apparel Welcomes Sarah Leonhirth to Its Growing Team**



**Ball Ground, GA — April 22, 2026** — L.A.T. Apparel is excited to welcome Sarah Leonhirth to the team, bringing with her deep experience in sales leadership, distributor partnerships, and national account strategy across the apparel and lifestyle industries.

Raised in Port-au-Prince, Haiti, Sarah brings a global perspective shaped by resilience and adaptability—qualities that continue to guide her leadership approach and her commitment to building meaningful, long-term partnerships.

Sarah is an accomplished sales executive with a strong track record of driving revenue growth, strengthening market presence, and leading impactful sales initiatives. She is known for bringing teams, customers, and partners together around shared goals to deliver consistent, lasting results.

In her role as Director of Sales and Strategic Partnerships, Sarah will lead L.A.T. Apparel’s key strategic partnerships and oversee the inside sales team. She will focus on expanding core relationships, identifying new growth opportunities, and aligning sales channels to support continued growth.

Known for her clear communication and collaborative leadership style, Sarah has earned a reputation for driving performance while building trust across teams and partners. Her strategic mindset and hands-on approach make her a strong addition as the company continues to expand.

“We are thrilled to add Sarah to the team,” said Rachel Newman, President of L.A.T. Apparel. “Her experience, leadership, and ability to build strong partnerships will play an important role in our continued growth.”

### **About L.A.T. Apparel**

L.A.T. Apparel stands out in the apparel industry by offering fresh, elevated styles beyond basic blanks. The company focuses on thoughtful design, quality fabrics, and modern fits—delivering differentiated products without compromising affordability. L.A.T. Apparel is committed to quality, safety, ethical sourcing, and sustainability, demonstrated through CPSIA compliance, WRAP certification, Prop 65 compliance, and ongoing efforts to reduce its carbon footprint. Every garment reflects a promise of exceptional softness and quality for every shape and size.

### **Media Contact:**

Tami Miller

Creative Marketing Director

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