



AIRESS & CHURCH

Summer | New York, NY

2010

**AIRESS & CHURCH JEANS BOASTS,
"NEVER IN STORES, ALWAYS IN STYLE"**

Airess & Church Brand Merchandise will be the first fashion brand ever to launch exclusively on Twitter!

Primarily a denim brand, Aires & Church is not scheduled to release any merchandise to the general public until 2010. However, the brand will open its website (www.airessandchurch.com) and allow its Twitter followers to purchase their limited edition "Native Soil Collection" on a date and time only to be revealed in updates via their Twitter page at www.twitter.com/airessandchurch.

A&C who has already vowed to never sell its brand in stores (tagline: Never in Stores, Always in Style), now seems to be segmenting the market even more. "Twitter has been paramount in generating anticipation of our launch and assisting in the growth of our brand. No other social media outlet had been more beneficial in providing our staff such critical insight into our customer base" said Brand Manager, Courtney Wilson.

Already A&C has several thousand followers, all of whom have been privy to A&C's exploits in preparation for its big release. The brand's Creative Director, Joi Jackson noted "we think it's pretty cool, our twitter community has been especially faithful to our brands launch and we thought that releasing it to only our followers first, was a great way to show our appreciation."

Follow Aires & Church on Twitter at:
www.twitter.com/airessandchurch

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