

# Encore Apparel launches clothing line in Charlestown

New England natives and first-time entrepreneurs, Casey Paton and Mark Lisavich, have launched a premium clothing and lifestyle brand named Encore Apparel Company in the Charlestown Navy Yard. The brand specializes in producing uncomplicated, vintage-inspired apparel that carries both an upbeat message and a commitment to supporting smaller, grassroots charitable causes.

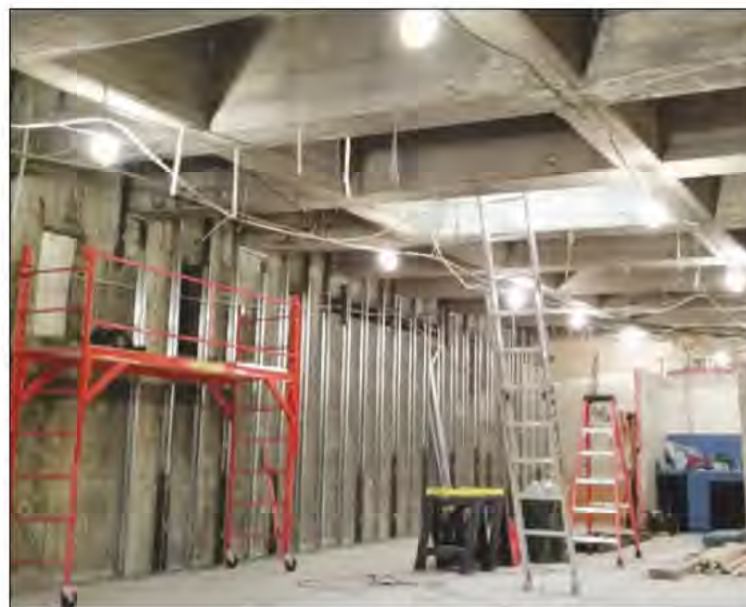
Encore Apparel Co. items are currently available for sale on the

company's proprietary website [EncoreApparel.com], as well as through a handful of smaller fashion boutiques. The company will soon open a commercial showroom space in the historic Navy Yard section of Charlestown (slated for February 2015). Located at C-5 Shipway Place, the retail/office space will house all daily operations for the brand, from order fulfillment, to inventory storage, to private customer and media events.

Drawing inspiration from the classic rock & roll they both grew up listening too, Casey and Mark set-out to create a clothing and lifestyle brand that was slightly rebellious, but which also had an inspirational message. The mission was to offer clothing that appealed to a broad range of people, with the focus centering on a simple rock & roll style, a premium feel and a commitment to grassroots philanthropy. Ten percent of all Encore Apparel net profits are donated to various, ever-changing, smaller charitable causes. Casey and Mark determined this giving concept was best embodied by the word LOCAL.

"Since launching the Encore Apparel Co. concept with friends and family in the spring of 2014, we've received a huge amount of positive feedback and several requests to put together new designs. Based on that strong outpouring of support, Mark and I decided to push forward and launch the business to a broader audience," said Paton. "Building an apparel company seemed a heck of lot more fun than sitting at a desk all day, so we both decided to take the risk."

On the company website, customers can read all about the journey of the brand from inception to commercial launch. A complete



Renovations are underway at Encore's Navy Yard retail location.



Encore Apparel founders mark Lisavich (left) and Casey Paton.

description of the LOCAL charitable giving concept, as well as a list of grantees that Encore Apparel has supported is also there. Several unique graphical t-shirt designs and other apparel items bearing the signature Encore logo are available for purchase on the site. New graphical designs and clothing options are slated to be released with each season.

"The ultimate goal is to not just be a t-shirt company, but to be a complete clothing, accessories and life style brand" said Lisavich. "We are not interested in being high-end designers, we just want to create the type of cool, comfortable, and quality clothes we've always looked for.

It will definitely take time to grow our concept, but we truly think Encore Apparel will appeal to a lot of people."

Prices for Encore Apparel premium t-shirts generally range from \$26 to \$34 dollars, and the majority of other items fall somewhere between \$20 and \$65. Additional information about all Encore Apparel products can be obtained via the company website or by sending an email request to connect@encoreapparel.com. Both co-founders Casey Paton and Mark Lisavich are generally available for interviews. High resolution product photos and samples are also available to the media upon request.

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