

FOR IMMEDIATE RELEASE

## **NOPAULAGIES INVITED TO SHOW AT TFI PRESS AND BUYER'S TRADE SHOW**

Toronto, ON - March 30, 2017. NOPAULAGIES would like to announce it has been chosen to participate in the TFI (Toronto Fashion Incubator) Press and Buyer's Trade Show at The Ritz Carleton Hotel in Toronto, March 30, 2017.

This invitation only, bi-annual event showcases up-and-coming Canadian fashion brands. It provides the opportunity to display in front of commercial buyers like HBC (Hudson's Bay Company), Saks Fifth Avenue and Sporting Life. In addition, the boutique style event is covered by local and national fashion media to raise awareness about these new exciting labels.

**ABOUT NOPAULAGIES** - *THE INTELLIGENT FIT. NOPAULAGIES COMMENTS ON THIS ABSURD, YET WONDERFUL WORLD WE SHARE WITH A WINK & A NUDGE.*

NOPAULAGIES, founded in 2016, is a Toronto fashion brand designed with today's intelligent, discerning woman in mind. This lifestyle apparel helps you transition through your day in comfort, luxury and style. The designs are topical, sometimes cheeky and worthy of conversation, especially in our current political and social climate. As such, NOPAULAGIES is in discussion with the CWF (Canadian Women's Foundation) in regards to helping raise awareness about the organization and how it helps women and children. This partnership will help garner financial support through product sales.

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## NOPAULAGIES - WHO WE ARE



NOPAULAGIES is a brand that reflects the intellect and style of today's discerning woman, and supports them. Our lifestyle apparel helps you effortlessly transition through your day. From the gym to coffee, or lunch. From your workspace to dinner and drinks. From the night before... to the morning after.

Women (and men) demand clothing that speaks to who they are, and therefore, to others. NOPAULAGIES raises the bar for 'statement clothing' encouraging self-evolution and inclusivity. Our clothing not only looks and feels sublime, it's the perfect catalyst to get these important conversations started.

Paula Stunden, the Creative Director loves words, especially playing with them. To illustrate, normal is a combination of no & normal. Two ideas – to aspire to "normalcy" or to reject that concept – that conflict. Also, she creates a scrabble-like handful of words that provokes discussion. For instance, FEMINIST includes the phrase, "To be or not to be, that is the question". To declare yourself a "feminist", you are stigmatized. And, to declare yourself in opposition to this movement, you are also stigmatized. This is the essence of NOPAULAGIES. Our designs are "conversation starters" in a world where conversation may be more and more what will ultimately keep us together.

Born in small-town Saskatchewan, Paula now calls Toronto home. An English teacher, business owner and mother, she's ecstatic (no, really) to have found the canvas to express herself.

George D'Amato, the Managing Director, leverages his extensive feature film, television and advertising background to keep NOPAULAGIES relevant, and running smoothly. A native Long Islander, George D'Amato, the Managing Director, leverages his extensive feature film, television and advertising background to keep NOPAULAGIES relevant, and running smoothly. A native Long Islander, having lived and worked in New York City, Los Angeles, and Toronto, with work experience in Vancouver, China, Japan, South Africa and throughout Europe, he knows a thing or two about delivering big projects on time and on budget. Some of his Fortune 500 clients include Coca-Cola, General Motors, Volvo, ESPN, and close to his heart, I LOVE NY.

Not only business partners, but life partners, Paula and George manage this delicate dance with panache. Both aesthetically motivated and creatures of the creative Toronto urban lifestyle, NOPAULAGIES is the result. Inspired by each other daily, P & G (the less serious one) randomly met at the right time, in the right place. Thank you TINDER!

## NOPAULAGIES - OUR PRODUCT

### ***MONEY DOESN'T GROW ON TREES, BUT MODAL DOES. THAT'S ALMOST AS GOOD***

MODAL, a natural fibre, downy soft on the skin and exceptionally ecological, comes from the beechwood tree. Beechwood forests have thrived in Europe for centuries where over 7,000 animal species call home. These trees independently multiply and rejuvenate, providing a natural, sustainable source of raw material.

### ***PURE ORGANIC COTTON***

ORGANIC COTTON production assures the sustainable health of soils, ecosystems, and ultimately us. Using innovative, natural processes rather than artificial toxic chemicals or genetically modified organisms – GMOs, this scientific process benefits the environment we all share and love.

### ***THE OLD SOFT SELL***

Some NP designs are constructed with our buttery soft 100% ORGANIC COTTON while others, with our luxurious 50% COTTON / 50% MODAL fabric. This sumptuous combination renders fabric that flows over your body in a flattering, fluid drape. Now, we know you didn't ask, but we wash your tees first. Not once, but twice. They won't shrink, pill or fade. And fair warning, our versatile, everyday tees often become just that, your "EVERY DAY" tee. So you'd better get two...or three.

ETHICAL PRODUCTION. YOU CARE, SO DO WE

Our standards of production are high, All of our products are responsibly knit, cut and sewn in Los Angeles (cool, I know) then designed, screen-printed and packaged in Toronto (also pretty cool, heard of Drake?).



## NOPAULAGIES - TESTIMONIALS



“I’ll wear a feminist tee, pursue projects that make an impact, write things down publicly, and have important conversations with those who are like me and different to create a more positive, progressive, and inclusive culture.” - Kailah, Toronto



“I will wear my t’s very proudly, especially now. If you know what I mean...” - Lindsay, Toronto

### CONTACT:

Interested in learning more? Need hi-res photos and logos?  
Email us at [george@nopaulagies.com](mailto:george@nopaulagies.com)

