



FOR IMMEDIATE RELEASE:

Wake Up, Shoppers!
Woolly Bully Wear™ debuts “fresh-look” merchandising at
2007 Outdoor Retailer Show



MEDIA CONTACTS:

Howard Davis, Founder,
Woolly Bully Wear: 877-308-1088
Katie Roberts, PR Support: 970-668-9495

(Denver, Jan. 22) — What’s a good way to put today’s shopper to sleep? Pack your store with dull displays and monotonous merchandising techniques. Before you know it, they’ll be catching zzzsss in a quiet corner of the store!

Woolly Bully Wear™ (www.woolybullywear.com), a Denver-based company that specializes in women’s fleece outerwear, knows the secret to keeping shoppers awake and alert to fabulous fashion — strategic merchandising techniques and dazzling displays. In response, Woolly Bully Wear™ is now designed with “fresh-look” merchandising for more practical, dynamic presentation.

Designer Michael Milhalik has divided the collection into four “color stories,” which offer four-to-six fabrications each. This allows for a real building-block type of display, reflecting the many coordinating and layering possibilities. Each “group” also comes with a suggested delivery timeframe to stimulate bringing in goods more than once a year.

“In the outdoor garment business, retailers buy five or six styles, and then throw all these styles on the table at once,” Milhalik says. “If you look at big department stores, they’re bringing in new merchandise every few weeks. We’re encouraging that kind of buying. We’re enhancing the presentation and making each group in different color stories and fabrications, so the merchandising looks dramatically new on display.”

With this fabrication focus, Milhalik adds, the collection literally has an extremely innovative feel. Customers will notice softer, “furrer” and silkier textures, as the company has doubled the number of fabrics available, resulting in better garments altogether.

“Quite simply, the line is friendlier,” he says. “With everything Woolly Bully™ is doing, we’re making the customer say ‘Wow!’ because it’s either so soft or so silky. It’s more about a huge collection of fabrications rather than a huge collection of styles.”

Of note, Woolly Bully Wear™ is launching fresh fabrics, including lightweight, laminated combinations, reversible looks, and lined, faux-fur designs, which are as soft on the inside as they are on the outside. The rich styling and plush, cushy feel combine for a truly versatile garment. Woolly Bully Wear™ is a great option for a night out on the town or a cozy evening by the campfire.

For more information, contact **Howard Davis, Woolly Bully Wear’s™ founder** at **877-308-1088**; visit **Woolly Bully Wear™** at the **Outdoor Retailer Show in Salt Lake City, Jan. 27-30 (booth 24039)**.

###

Woolly Bully Wear™
3003 Arapahoe Street #224 • Denver, CO • 80205 • 877-308-1088