

Smashing Grandpa (a rock couture "T" line) retains aLine media for Public Relations Representation

Smashing Grandpa-- the company known for their attention grabbing tees has enjoyed much success in the U.K., is now broadening their line to include knits, jackets and multi-textured, embellished tops specifically targeting the U.S markets-- has retained aLine media to aid in their venture.

Hollywood, CA (PRWEB) September 17, 2004 -- For many rock icons, reinvention-- while maintaining that classic rock 'n' roll feel --is crucial... Smashing Grandpa, the original in Rock Couture clothing, is no different. The company known for their attention grabbing tees has enjoyed much success in the U.K., and is now broadening their line to include knits, jackets and multi-textured, embellished tops specifically targeting the U.S market. Smashing Grandpa retains aLine media public relations to aid in their venture.

Staying true to form by matching witty slogans with Victorian punk styles, Smashing Grandpa incorporates a fresh flare of bolder, innovative slogans that read like the provocative lyrics of the legendary rock stars (a.k.a. "smashing grandpas") they evoke. These designs have been seen on celebrities like Gwyneth Paltrow, Sheryl Crow, Debra Messing, Madonna, Gisele Bündchen, Christina Aguilera and Kylie Minogue.

About the Smashing Grandpa
(www.smashinggrandpa.com)

Smashing Grandpa is a fabulous fashion line that reeks attitude, style and wit--traits also embodied by the creative brains behind the label, Leslie Gardner. By marrying cutting edge slogans and sharp graphics with flattering feminine silhouettes, Leslie elevated the once tired tee to fashion icon status and a perennial wardrobe essential.

The Smashing Grandpa line is now stocked by nearly 250 leading stores around the world, including Bloomingdales and Nordstroms, Kitson and Traffic in the states, Selfridges, Harvey Nichols and Harrods in the UK. Look for it in Australia and Germany in 2004 as new showrooms are acquired.

About aLine media

aLine media (www.alinemediamedia.com) is an aggressive full service public relations firm with expertise in the development and execution of media coverage, event planning, artist representation and brand marketing.