

# CO.KEE STUDIO NEWS

## Cokee Studio Launches New Tees and Polos at Pool 13

The Truth Hurts: “Hollywood” and “Politics” Collections Feature Modern Designs with Blunt Sense of Humor and a Delightfully Wicked Bite

Las Vegas, Nevada, February 13, 2007 – Los Angeles-based fashion start-up **Cokee Studio™** launches eight new “**Hollywood**” and “**Politics**” T-Shirt styles for men and seven new styles for women at Pool 13 Trade Show today.

Designed for men and women who love to laugh at Hollywood and who revel in the irreverent humor of political satire, the new Hollywood definitions for men and women include “**Reality Show Star**,” “**Producer**,” and “**Director**.” New Politics definitions this season are “**Blue State**” and “**Red State**.”

New at Pool 13 today from **Cokee Studio™** are three slogan tees: “**I AM NOT YOUR MOTHER**” (for women), “**YOU ARE NOT MY MOTHER**” (for men), and “**PEOPLE ARE DRAWN TO ME**” (for both women and men).

Also new this season from **Cokee Studio™** are polo shirts for men in three colors, featuring super-soft slightly distressed 100% combed cotton and the embroidered **Cokee Studio™** graphic rendering of “**Coquí the Frog**,” inspired by the drawings of the pre-colonial inhabitants of Puerto Rico, the Taínos.

Returning tee shirt definitions this season for both men and women are: “**Actor**,” “**Agent**,” “**Writer**,” “**Publicist**,” “**Soap Star**,” and “**Politician**.” Slogan tee returning this season: “**I AM THE STAR OF MY OWN LIFE**.”

**Cokee Studio™** tee shirts and polos feature super-soft, semi-sheer cotton fabric, trendy colors, distressed details, unfinished hems, exposed “inside-out” seams, and updated sexier fitted cuts. Copyrighted text on the chest of the shirts is silk-screened using a lightly printed, and in most cases, water-based technique that keeps them soft to the touch, and prevents them from feeling hard or brittle.

**Cokee Studio™** is now on the web at [www.cokeestudio.com](http://www.cokeestudio.com) and [www.myspace.com/cokeecito](http://www.myspace.com/cokeecito).

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# CO.KEE STUDIO™ OVERVIEW

## the truth hurts

**Cokee Studio™** was launched in 2005 by Los Angeles entertainment industry publicity and marketing experts Adrián Avilés and David Gregg with “**THE HOLLYWOOD LINE**”, a hilariously funny collection of men’s and women’s tee shirts that feature brutally honest, spot-on “pronunciations” and “definitions” of Hollywood professions with a delightfully wicked bite.

Aside from the verbal sophistication reflected in the well-crafted words of the definitions, **Cokee Studio™** set their tees apart from other brands by using 1) super-soft, almost-sheer fabric 2) updated sexier cuts 3) exposed “inside-out” seams 4) unfinished hems, and 5) trendy colors. Definitions available this season include: **Actor, Writer, Producer, Director, Soap Star, Reality Show Star, Agent, and Publicist.**

In addition to “**THE HOLLYWOOD LINE**”, **Cokee Studio™** also released “**THE POLITICS LINE**”, inspired by political satirists such as Jon Stewart and his television show, "The Daily Show with Jon Stewart" on Comedy Central. Definitions available in this year's collection are: **Politician, Red State, and Blue State.**

These sleek, minimalist shirts quickly found their way into the trendiest stores in Hollywood and Europe, where they have become a staple at **Kitson**, the fashion-forward trend-setting shop on Robertson in Beverly Hills. Distributed to this year’s Emmy® nominees and presenters at the **Entertainment Weekly Magazine Emmy® Party**, they have since become “**the gift to give**” by Hollywood entertainment industry insiders, who love to laugh at themselves all in good fun. In the British Isles, they are distributed throughout the ultra-trendy Irish department store chain, **Brown Thomas.**

In Hollywood, wearing a **Cokee Studio™** tee means being a Hollywood insider and having the secret scoop about who does what in Tinseltown. **Cokee Studio™** will release new colors, new styles and new definitions each season.

### What does "Cokee" Mean?

**Cokee Studio™** is named after the coquí, a tiny golden frog native to the Island of Puerto Rico. (“Cokee” is the English phonetic spelling of the Spanish word.) A potent symbol of nature, during the day the coquí’s song always predicts rainfall. Every night, the island is filled with the sound of millions of coquí frogs all singing at once, though not in unison. The **Cokee Studio™** graphic rendering of “**Coquí the Frog**” is inspired by the drawings that the pre-colonial inhabitants, the Tainos, left behind after their disappearance.

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## What does the Cōkee Studio™ slogan, "More Status Faster" mean?

Clothes have the ability to raise an individual's level of influence in society instantaneously. **Cōkee Studio™** is aware that consumers demand status quickly.

Designer Adrián Avilés' grandfather is the patriarch of a coffee plantation in the mountain-top pueblo of Barranquitas, Puerto Rico, where he grew up with a stunning view of the Caribbean Sea and a close connection with nature. He studied Public Communication at the University of Puerto Rico in San Juan and subsequently made a career as an advertising Creative Director there and in New York, until a passion for entertainment led him to Los Angeles.

**Cōkee Studio™** believes that true status is obtained faster by seeking a level of awareness that leads to a peaceful and responsible co-existence with nature and others. To this end **Cōkee Studio™** will donate a portion of profits to The Sierra Club, a non-profit dedicated to the preservation of the environment.

**Cōkee Studio™** is now on the web at [www.cokeestudio.com](http://www.cokeestudio.com) and [www.myspace.com/cokeecito](http://www.myspace.com/cokeecito).

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## current account list

February, 2007

### **NORTH AMERICA > USA**

#### **ARIZONA**

##### **HUB CLOTHING**

7110 E. Pasadena Ave.  
Scottsdale, AZ 85253  
480.947.6638

#### **ARKANSAS**

##### **BCAD INC.**

2361-1 Green Acres Rd.  
Fayetteville, AR 72703  
479-521-9905

#### **CALIFORNIA**

##### **BABY DOLL**

by Anthology Home  
Westside Pavillion  
10800 Pico Blvd. #115  
Los Angeles, CA 90064  
310.475.7003

##### **BODY**

210 S. Beverly Drive  
Beverly Hills, CA 90212  
310.271.5454

##### **ENDA KING MEN**

1469 Abbot Kinney Blvd.  
Venice, CA 90291  
310.396.1242  
www.endaking.com

##### **GAIA**

11677 San Vicente Blvd.  
Los Angeles, CA 90049  
310.447.8111  
www.gaiafashion.com

##### **KITSON**

115 S. Robertson  
Los Angeles, CA 90048  
310.859.2652  
www.shopkitson.com

##### **NIR**

7978 Santa Monica Blvd.  
West Hollywood, CA 90046  
323.848.8088  
www.nirlifestyle.com

##### **SUNDANCE BEACH**

7048 Marketplace Drive  
Goleta, CA 93117  
805.966.2474  
www.sundancebeach.com

#### **FLORIDA**

##### **ZooTwo**

2151 Wilton Drive  
Wilton Manors, FL 33305  
954.537.6055  
www.zootwo.com

#### **MISSISSIPPI**

##### **MUDPUDDLES**

110 South Court Street  
Cleveland, MS 38732  
662.843.6833

#### **NEVADA**

##### **STUFF AT THE PALMS**

4321 W. Flamingo Rd.  
Las Vegas, NV89103  
702.947.8833  
www.n9negroup.com

#### **NORTH CAROLINA**

##### **Za Za Zsu**

1918 Perry Street  
Durham NC 27705  
919.286.9292

#### **OREGON**

##### **SOUL CITY**

1664 B Ashland Street  
Ashland, OR 97520  
541.324.4532

#### **NORTH AMERICA > CANADA**

#### **ALBERTA**

##### **SMYTH & KANG INC.**

1020 - 17 Ave. S.W.  
Calgary, AB T2T-0A5,  
Canada  
403.541.1717  
www.smythandkang.com

#### **EUROPE > IRELAND**

#### **DUBLIN**

##### **BROWN THOMAS**

88-95 Grafton Street  
Dublin 2, Ireland  
+353 1 605 6666  
www.brownthomas.com