

EVERY *Little* COUNTS

LOS ANGELES, CALIFORNIA



PRESS KIT

EVERY *Little* COUNTS

PRESS RELEASE

FOR IMMEDIATE RELEASE

Los Angeles, California (July 2009)

“Wild at Heart”

The Every Little Counts girl daydreams, fantasizes, and falls in love....

Love and nostalgia resurface again in the newly released summer collection by Every Little Counts, appropriately titled, "Wild at Heart". Inspired by daydreams on a lazy summer day, this collection offers a diverse mix of tees, tanks, dresses, and totes- perfect for running off to the beach, gym, or out on a date!

With three collections under their belt, "In the Mood for Love, "Love Story" and "Love Songs", it is only natural for Every Little Counts to stick to what they know best- LOVE. Silhouettes are easy and versatile, combined with just the right amount of sex appeal, providing a variety of looks in just one piece.



“ This is a **uniquely fun** and **nostalgic** collection ...

geared toward the **complicated yet sexy** Every Little Counts customer. ” -Amy Snider



Graphics range from the hopelessly romantic to the wild and lighthearted, referencing their usual eclectic mix of French New Wave films, pop culture of the 70's and 80's, and the fickleness of young love.

It has always been Every Little Counts' goal to create affordable pieces with emotional value, which is especially important in today's economic climate. The clear but clever graphics of the line make a statement simply, allowing consumers to express themselves inexpensively, revealing the closet romantic in all of us. Each piece is created locally in Los Angeles sweatshop-free, and printed by hand, making each garment unique and sentimental.

The Every Little Counts Fall '09 collection makes its debut at POOL Trade Show August 31- September 2, 2009 in Las Vegas.

For Press and Wholesale Inquires

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EVERY *Little* COUNTS

COMPANY

Every Little Counts is a Los Angeles based graphic t-shirt line dedicated to love and romance. Since launching for Valentine's Day '08, the company has been successful in releasing new affordable and unexpected styles. The aim is to connect with a closet romantic; girls and women who secretly believe in a hidden world of romance and drama. The styles range in price from \$35-\$45 retail.



“The aim is to **connect** with the **closet romantic;** girls and women who **secretly believe** in a **hidden world of and romance drama.**”

The company strives to offer a sexy and romantic silhouette, in neutral colors, made from a soft and comfortable fabric, resulting in a nonchalant sex appeal and lasting wearability. The line evolves with each collection, sometimes a little more sexy and flirtatious, sometimes soft and romantic.

Inspirations include daydreams, quiet nights outside of the city, the soft glow of streetlights, and staying up late listening to love songs. The styles seek to fill a void in the market by speaking to the cool, ironic customer who still dreams of true love. References are made to French New Wave film, styles and sentiments from the 60's, 70's, and 80's, and fashion icons such as Charlotte Rampling and Brigitte Bardot.

In a little more than a year, the line has garnered a cult following of loyal customers, sometimes buying almost every piece in the collection! Every Little Counts has been featured and interviewed in blogs and magazines around the world including Perez Hilton, N.E.E.T., Creature Comforts, Fashion Indie, Nerve.com, The Huffington Post, and This Next.

The business is run from a cozy hilltop apartment in Echo Park by designer Amy Snider with her husband Adam. Together they combine their backgrounds in fashion, art, and graphic design to construct a line that takes advantage of both of their interests and styles. The collections are primarily sold through the company's online store along with select stores worldwide.

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COLLECTIONS

WILD AT HEART SUMMER 2009



LOVE STORY FALL/WINTER 2008



LOVE SONGS VOL. 1 HOLIDAY 2009



IN THE MOOD FOR LOVE SPRING/SUMMER 2008



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PRESS



Perez Hilton



Hong Kong Fashion Geek



M.I.S.S.



Style Hive



Nerve.com



The Frisky



Modish



This Next



StyleList



Creature Comforts

TESTIMONIALS

"Tired of wearing your heart on your sleeve? Well how about emblazoned on a tee? Designer Amy Snider teamed up with her husband Adam, a graphic artist, to create Every Little Counts. The collection boasts feminine garments with tongue 'n' chic expressions spouting the virtues of love, romance, and nostalgia.

Exclusively made on the east side of Los Angeles the collection maintains the city's casual style with a injection of nonchalant sex appeal. Every Little Counts is a cute, chic, and disarmingly fun line that would add a little pizzazz to any wardrobe.

It's true- every little counts. "
-Début Daily

"Every Little Counts' fall collection makes a nice stylistic leap from the previous collection. What could easily be just an undercooked t-shirt line with half-too-clever phrasing comes off as ambitious and sexy, reliant as it is on a very feminine cut. Although romantically charged, there's enough understatement here to make the line feel far less than corny."

-ThisNext.com

"They're feminine, quirky, sassy and fun."
-Indie Quarter

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BIOS

Amy Snider

Amy Snider grew up in a small town in western Massachusetts. Equally inspired by the leafy woods of New England and the sophisticated styles of the city, Amy cultivated a set of influences that combined a love of classic looks with an urbane and cosmopolitan taste for new styles. Late night readings of Anais Nin and Pablo Neruda combined with the fun of hunting for vintage treasures created an eclectic and individual personal style.

Not content to simply limit her studies to the narrow world of fashion design, Snider enrolled in the Fashion program at Marist College, taking advantage of the school's broader curriculum, and rounding out her skills in design with an extensive liberal arts background.

Further study continued in the UK at the London College of Fashion, and then in the studio of Tracy Boyd, where she worked as an intern, attending fashion shows and traveling Europe.

Moving to New York City upon her return, Snider gained professional experience in a wide range of fashion markets, including women's, juniors, children and contemporary markets. Los Angeles soon called however, and brought more opportunities, including costuming, wardrobe and styling jobs in an atmosphere that encouraged creativity. In the spring of 2004, Amy was hired as a designer at Beau & Eros, a Los Angeles-based company known for their fun, flirty, and fashionable styles with a West Coast flair. It was here that Amy had the chance to really learn the ins and outs of running a clothing business. The small size of the company allowed Snider the opportunity to move beyond her role as a designer to participate in all the aspects of designing, selling, shipping and negotiating. When Beau & Eros finally closed its doors in 2008, Snider felt she had the resources and experience to strike out on her own.

Adam Schwartz


Adam Schwartz is an artist and graphic designer. Born in New Haven, CT, he studied art at New York University, earning a BFA. He then went on to receive an MFA from CalArts in Fine Art. He has significant industry experience, working in both print and web design for a number of clients and studios in New York and Los Angeles. As well, he maintains an active art practice, with exhibitions in galleries and museums both here and abroad.

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CONTACT



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