

GRAMICCI

JACKSON CHANDLER JOINS GRAMICCI AS ART DIRECTOR

AGOURA HILLS, Calif. (6/5/08) –Jackson Chandler, an accomplished illustrator, painter and fine artist who has worked with some of America’s leading apparel, active sports and entertainment companies, has joined Gramicci as art director.

In his new role with the Agoura Hills-based manufacturer of outdoor lifestyle apparel, Chandler will be responsible for the creation and management of all visual representations of the Gramicci brand, including web, in-store, print, packaging and textiles. He reports to company president Marty Weening.

Chandler most recently served as art director at BandMerch, Inc., an Agoura Hills-based music merchandise company, where he supervised the design and development of all merchandise for musical acts covering many different genres, along with artist development, preparation of seasonal retail catalogs and all collateral material.

Prior to joining BandMerch in January 2005, Chandler spent over five years as art director for Body Glove in Redondo Beach, Calif. His responsibilities for the manufacturer of water sports gear and apparel included design and development of all product marketing and advertising, brand development, merchandising and point of purchase displays, management of photo shoots, and preparation of seasonal catalogs and collateral material.

Previously, as a freelance graphic artist, Chandler handled projects for a diverse group of clients ranging from Connetic Apparel, Fox Racing, Liquid Force, Porn Star, Sole Technology and Val Surf in apparel and active sports, to Linkin Park, My Chemical Romance, Snoop Dogg and Warner Bros. Studios in entertainment, and McDonalds.

A resident of Agoura, Calif., Chandler holds an Associate of Arts degree in Computer Graphic Design from Santa Barbara City College.

“Jackson is a talented artist who effectively connects with people,” said Weening. “His work and creative spirit align very well with Gramicci’s ‘never the norm’ approach to designing nature-inspired clothing.”

About Gramicci

Gramicci, considered the ‘soul brand’ of the outdoor industry, is associated with the iconic styles of the outdoor industry including its introduction of the G-climbing pant over 25 years ago. Under the leadership of Marty Weening, the company has, in recent years, evolved into a major resource and partner for outdoor lifestyle apparel. The brand is now known for its natural fiber technologies, distinct fabrications and washed-out and weathered garment finishes sold within four distinct product segments: Authentic Originals, Built For Sport, Gramicci Life, and Greenicci. For more information, visit: www.gramicci.com

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