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DENIM BREECH SHORTAGE REMEDIED SOON BY ADDED PRODUCTION

(Portland, OR) Within days of their introduction, FITS (Fun In The Saddle) was in a backorder status for the denim version of its *Laura* and *Beka* breeches. Customer demand outstripped production according to Sheryl Rudolph, FITS' CEO. Rudolph noted that the suggested list price of only \$176 for the *Laura* surely contributed to the demand. *Laura*- a segmented, full seat breech made with a woven fabric gives it a more classical look as compared to the company's other breeches that fit more like tights.

Rudolph says: "The *Laura* has the features we are most known for- breathable, flexible fabric with comfort and fit not typically found in similarly priced breeches." She adds: "The *Laura* is close in style to our popular *Beka* breech but features a FITSuede™ segmented, full seat." Also, Rudolph notes, this breech has a lower rise than any previous FITS breech.

Beka is a knee patch breech with traditional style lines, low rise, classic side zip and euro seat. *Beka*, part of FITS' Jumpline™ collection, incorporates FITSuede™ exclusive to the Portland, OR maker of breeches, shirts, jackets and Wunderbreech.

Laura is now in stock in brown with denim by early September in sizes XS to XL while *Beka* is available now in denim, light tan, blueberry and brown Trio-tech is the same size range. Both can be found at nearly 140 fine retailers in the US and Canada.



For more information, smaller, larger or other images:

Bill Bartlett

1.541.301.0300

bill@orangecreativegroup.com

