



LONELYVILLE

For Immediate Release:

FIRE ISLAND RESIDENTS START LIFESTYLE BRAND

MAY 1, 2008 – FIRE ISLAND, NY

Local residents launch LONELYVILLE. Zachary Behrmann and David Krulewitch, designers of the project, invite all those who enjoy relaxing at the beach to share in the spirit of Fire Island.

Zach and David, lifelong regulars of Fire Island, have been immersed since childhood in the iconic imagery of their summer escapes. LONELYVILLE was born when Zach and David came together last year to create a brand that would embody the essence of Fire Island, for locals and seasonal islanders alike. They first saw potential in a clothing line that was striking, fashionable, and beach oriented while representing the identity and lifestyle of their unique community. The idea was to encapsulate all the eternal elements and feelings of summer at the beach and enjoy them anywhere and anytime.

Inspired by medieval heraldry, the LONELYVILLE crest contains four quarters, each representing a different facet of the Lonelyville lifestyle. The colors blue and yellow symbolize the ocean and the sand. LONELYVILLE clothing is both relaxed and refined and is designed for style and comfort whether you're relaxing at the beach, boating or playing sports, or meeting with friends after sunset.

The first items available are men's and women's t-shirts, with the crest printed over the heart. These shirts are 100% cotton, combed for smoothness and comfort. Made in the USA. The shirts will be available at select retailers on Fire Island and New York City.

A portion of the proceeds of all LONELYVILLE merchandise will go to protecting the Fire Island dunes.

A LONELYVILLE launch party will be held on June 14, 2008 on Fire Island. Email for specific information concerning the launch party.

If you are interested in more information concerning Lonelyville, please contact:

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