



Le Club Original Relaunches with Updated Product Offering and Reimagined Sales Strategy

For Immediate Release, New York, NY. The Miami based swimwear brand for men and boys, Le Club Original (Le Club), is expanding with a vibrant new product selection made from recycled plastic water bottles. The capsule collection is now available to consumers on both the Le Club e-commerce website as well as in specialty retail stores across the country. The collection starts at \$99 for men's styles and \$88 for boy's styles.

In addition to the new sustainable collection, Le Club has updated its swimwear offering to include multiple silhouettes for men, a departure from the brand's "one style fits all" mantra it launched in 2013. Today, men can choose between an elastic or newly created flat panel waistband for a more tailored look that is offered in both a 5.5" and 7" inseam. Each pair still invokes the spirit of Miami that the brand was founded on and incorporates innovation, craftsmanship, and a sincere passion for exceptional quality into each pair.

Le Club has expanded the product range to include rash guards, everyday lounge shorts and arriving later this summer, garment dyed, long-sleeve linen shirts. This new product range allows Le Club to sit more comfortably in resort hotels such as the Mandarin Oriental where the brand is currently sold.

The boy's collection mirrors the updated men's collection in every way excluding the flat front swim style. Later this year, Le Club will introduce a sustainable line of shorts as well as a new four-way stretch short designed with active men in mind that will be available to consumers for the SS21 season.

Le Club has also reevaluated its omni channel sales strategy putting a bigger emphasis on direct-to-consumer sales through its updated website lecluboriginals.com. The brand has also discontinued in-season, off-price sales in favor of working with better specialty and department stores nationwide.

"Le Club has and still is, a swim and resort wear brand that captures the essence of Miami. We've been working tirelessly behind the scenes for the last year updating the fit of the product, reevaluating where the brand sits in the marketplace," says Neysa Rivera, Vice President of Finance & Design. "We're also reevaluating how Le Club can give back to the communities that make the brand so successful. We're very excited to introduce a new Le Club to customers and vendors alike that exceeds everything they have come to expect from our brand," added Billy Little, Le Club's Vice President of Operations & Design.

For more information on Le Club, visit www.lecluboriginals.com.

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About Le Club

With roots dug deep in the rhythm of Miami, Le Club was born with the conviction that the perfect shorts can exist, stitching together the tropical spirit of Miami Beach with innovation, craftsmanship, and a



sincere passion for exceptional quality. A family-oriented brand, Le Club's love for connecting with and developing community is etched into each and every design, both in their men's and children's collection. Created to allow ultimate self-expression, Le Club's products are built for the inner adventurer, wherever life may take them.

Price points range from \$67 - \$107 for men's swimwear, \$125 - \$150 for men's linen and cotton voile shirts, \$87 for men's rash guards, \$63 - \$88 for children's swimwear, and \$49 for children's rash guards.

Le Club is sold on LeClubOriginal.com as well as specialty retailers throughout the US including select Mandarin Oriental Resorts & Spas, PARAGON Sports, Boca Air Country Club, Biltmore Hotel, Jennifer Miller, W Hotels, St. Regis Resort Bal Harbour, Michelle Farmer, UnderU4Men, Runway Swimwear, Flying Point Surf Boutique, Kokomo – Puerto Rico, and more.