



Choosey Chicks choose expansion for women-powered brand

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Custom t-shirt designer Choosey Chicks has announced two new licensing agreements for paper goods – a major step that expands the company's flagship female-centric fashion line, according to the [Atlanta Business Chronicle](#).

The Atlanta-based company's original graphic designs and positive messages will now grace the covers of spiral-bound notebooks and pocket folders and will be found on greeting cards. These agreements are part of a much bigger plan for Choosey Chicks as it makes moves towards becoming more of a lifestyle-focused brand.

Choosey Chicks is the only company in its category that sells burnout fashion T-shirts in Missy sizes small through XXL, and has even introduced a new toddler line, called Choosey Chickadees.

Roaring Spring Paper Products' school- and study-related items will sport Choosey Chicks' messaging, featuring four different positive themes: peace, love, happiness and freedom, all destined for mass market and college bookstore retailers throughout the country.

The initial roll-out of Paper Street Greetings and Choosey Chicks' co-branded cards will include 24 original designs printed as birthday-, friendship- and blank-themed greetings to be sold at retail outlets throughout the U.S.

The Choosey Chicks concept started with a juniors' line of fashion T-shirts communicating the importance of making positive choices in life. Currently, 14 of the company's original designs feature messaging for both male and female children, and in keeping in line with the adult products, Choosey Chicks' shirts offer messages of positive choice with a bit of whimsy.

Speaking further with DailyVista, Jessie Harrison and Sara Cook, co-founders of [Choosey Chicks](#), expressed excitement at the prospect of disseminating the company's positive messaging through its new licensing agreements.

"What better way than to get our message out than with paper?" Harrison said. "First and foremost, we're selling our message about choice – we've already launched a baby T-shirt line, and we want to add that to our products with other licensing agreements."

Cook believes that the optimistic messaging of Choosey Chicks has seen great success thus far via its T-shirt printing segment, adding that it did especially well during the most recent recession, as people welcome anything positive and uplifting in a down economy.

"Just knowing that you have the option or that there's always the option to make a personal choice for yourself, I think it's really catching on," she said. "We started out

thinking we'd market just to 'tweens, but it's blown into all ages from seven to 70 – it's a good positive message."

Harrison said that all of the new licensing agreements have collegiate divisions, and as such, has brought Choosey Chicks an even stronger connection to the 18- to 35-year-old market of women.

"We're very strong in college towns as far as boutiques are concerned," she said. "Each of the companies we have partnered with – with the exception of Paper Street Greetings – has a very strong collegiate division in addition to retail, so I think we'll see great success in reaching more retailers with our message, and definitely their colleges."

Every agreement that Choosey Chicks signs includes a stipulation that its Web site and logo are featured on every sold item, so with that, Cook anticipates even more of a heightened brand awareness since the Web address will drive people to visit the company online and on its Facebook page.

"Ultimately they'll buy more T-shirts or they'll clue into the fact that we're a T-shirt company as well," she said. "We sell mainly to retailers – we're more B-to-B, selling to boutiques, gift shops, health clubs and those types of businesses, but people call us every day for personal orders as well."

Harrison added that Choosey Chicks is eager to broaden the number of people who purchase its products, both in the vein of retailers and individual consumers, and as such, the company is always looking for ways to get good press to tout the brand throughout the country.

"We want to be everywhere; we want to be a household name," Cook said. "Because people all over the universe have choices and should be choosy and passionate about something early on in their lives, which is why we launched our kids line."

Choosey Chicks currently contracts a publicist that has handled steady public relations for the brand, and Cook said that while the company has held discussions with several PR firms, it predominantly facilitates its press coverage in-house by making contacts on its own.

"We really haven't rolled out a big PR blitz; we thought about it several times, but financially we don't want to spend our money there, we'd rather put that into printing more shirts and expanding our line," Cook said. "All the licensee deal inquiries came from them, not us, so we've seen a lot of word-of-mouth interest so far. Now, if only we could get Oprah..." she joked.

Local partnerships are of particular interest for Choosey Chicks, especially those that involve charity like silent auctions, Boys and Girls Club affiliations, relationships with local schools and more.

"We're always looking for a new way to get our name and brand out there, but especially anything affiliated with females," Cook said. "I think traditionally the business world has been a man's world, and I think that women are really getting stronger and climbing up the ranks in businesses right now. I think a lot of business women would be interested in

what we're doing, not only because we're run by women, but because our message is directed to women."

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