



SCHOOL HOUSE LAUNCHES ETHICAL APPAREL LINE AT 60 NEW SCHOOLS THIS FALL

As the collegiate clothing company expands its collections to 100 schools, students and universities everywhere are embracing the ethical fashion brand.

Durham, NC - School House is bringing its brand of ethical collegiate apparel and fashion credentials to 60 new schools nationwide this fall. The fashion start-up, founded by a 2007 Duke graduate, has expanded its distribution to 100 stores and has seen sales spur past the \$1M mark in just two years.

Founded by Rachel Weeks during a year researching socially responsible manufacturing in Sri Lanka, the company was born out of Weeks' ambitions to produce a fashion-forward t-shirt for the college market.

"When I was a student walking through my campus bookstore, I didn't see a lot of fashionable options for young women," says Weeks. "School House meets a latent but fast-growing demand for fashion-conscious, university specific collegiate apparel."

Synthesizing fashion and social responsibility has been an ongoing process for the young entrepreneur. The company, which pays premiums to suppliers to ensure apparel workers are paid a fair wage, recently moved production from Sri Lanka to North Carolina, "greening" its supply chain by reducing shipping waste and sourcing talent and materials in its own backyard.

"We're proving that ethical manufacturing doesn't just happen overseas. It can happen here, too," says Weeks. "Made in America means we're bringing the social, economic and environmental benefits of doing business here to local communities and workers in North Carolina."

Weeks and her energetic team bring design savvy and personal touches to all School House collections. The design process -- which includes forecasting fashion trends and then adapting them for each school's unique mascots, marks and colors -- is time intensive. This often means Weeks must strike a balance between quality and quantity with each order.

"The apparel industry runs on quantity and volume. The question is 'how can I make more shirts for less money'," says Weeks. "Our model is a little more unique. We'll make 72 hoodies or t-shirts and then move on to the next school. The trade off between quantity and quality is always there, but quality [of our] product and design is why we've been so successful."

School Houses' exclusive collections of men's and women's tees, hoodies, dresses, lounge pants and more are launching at select college bookstores nationwide now through November 15th. Their fall collection, which varies in price and style by school, retails from \$24 - \$90.