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School House announces first “Made in America” delivery

School House announces its first “Made in USA” shipment as part of its latest effort to revitalize the local North Carolina economy and support domestic job creation. The company now supports over 2,000 apparel jobs across 10 businesses and aims to re-establish the state as an East coast apparel hub.

Durham, NC – September 30, 2011 School House, the ethical fashion brand that recently moved its manufacturing from Sri Lanka to the United States, announces the delivery of its first “Made in America” orders at the end of the month.

The decision to promote domestic apparel manufacturing has become an integral part of the company’s mantra and business plan. Their first US-produced shipments, which include orders for Stanford University, University of Cincinnati, and University of Oregon, mark the end of several months spent re-training out-of-practice sewing technicians in North Carolina’s struggling apparel sector.

"This delivery represents the first chapter of a whole new era for School House, " says CEO and Founder of School House Rachel Weeks. "Building a deliberate, ethical supply chain has always been foundational for us, but the opportunity to support jobs in our own backyard has opened up a new realm of possibilities for the social impact of our business."

Weeks says the move to U.S. manufacturing will prove more profitable for the company in the long run by reducing the indirect costs of manufacturing overseas, including shipping, duties, taxes, fees and quality control.

"While labor comes at a higher cost here, it only comprises 30-40% of the cost of any single garment. If you can intelligently source the balance components and cut out the costs of freight and duty, domestic manufacturing becomes a viable proposition," she says.

School House’s new company mantra, *American Collegiate Craftsmanship*, is a reflection of the company’s commitment to stick with U.S.A.-made for the long haul. To date, the brand has partnered with ten U.S.-based supply chain partners and supports more than 2,000 jobs, primarily in North Carolina.

You can read more about this success story at www.shopschoolhouse.com/madeinusa.aspx.

For more information, contact School House at Melissa@shopschoolhouse.com or by phone at [\(919\) 687-4000](tel:9196874000).

About School House

In 2007, Rachel Weeks traveled to Sri Lanka as a Fulbright Scholar to build a socially responsible clothing company. Her dream, which started with a t-shirt and an order from her alma mater at Duke, has transformed into School House, a fashion-forward, ethically sourced collegiate apparel brand.

School House's collections of men's and women's "Made in America" collegiate tees, hoodies, lounge pants, dresses and more are available online at www.shopschoolhouse.com and at 100+ collegiate bookstore retailers nationwide.

Connect with School House on the following social media channels:

Facebook, www.facebook.com/shopschoolhouse

Twitter, @schoolhouseinc

YouTube, <http://www.youtube.com/schoolhouseinc>

Flickr, <http://www.flickr.com/photos/schoolhouseinc/sets/>

Wordpress Blog: Feel Good Fashion, www.shopschoolhouse.wordpress.com

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