



FOR IMMEDIATE RELEASE:

**NEW BEATER-STYLE TANKS AIM TO FIT
EVERYONE'S UNIQUE PERSONALITY AND BUDGET**

"Beaters by SMK", a new line of customized tank tops, hits the streets just in time for summer.

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CONTACT INFO:

SMK Designs

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SMK Designs, a Boston-based boutique design firm specializing in apparel, graphics, and interiors, announces the arrival of "Beaters", customized beater-style tanks.

"Beaters" is the first apparel line released by SMK Designs. The company is the brainchild of Sarah Hewins, Marilyn Shen and Kara Chase, three local design students who met while studying at the New England School of Art and Design.

The concept of "Beaters" began with one simple idea: Personalization.

"Beaters are a wardrobe staple", says Kara Chase, "and we saw an opportunity to take something boring and ordinary, and turn it into a unique fashion statement."

Not satisfied by the conventional tanks they saw in stores, SMK decided to take matters into their own hands. Sarah Hewins states, "we started by sketching out designs, and adding elements that fit our own personalities and tastes, but then the ideas just kept growing."

Taking a cue from their friends, they realized women want more customized options. Marilyn Shen adds, "they want to make it their own, and that's what we help them do."

The designs set out to compliment your distinct mood, from the simple "girl next door" with grosgrain ribbon accents, to the glam, sequin-trimmed "rockstar". Whether you feel like dressing down or dressing up, there's a "Beater" to suit your budget, from the "cheap date" to "high maintenance". With nine styles to choose from, and more to come with our new Fall line, debuting in September, "Beaters" makes customizing simple. Start with a white or black tank, pick a size (XS-XL, Child's 4-16), decide what mood you're in, and build your "Beater".

Ordering is easy, just visit www.beatersgirls.com for a catalogue or attend a "Beaters" Design Event to start creating your own customized "Beater".

Events are continuing throughout the summer. Private parties can also be arranged. Join our mailing list for more information: info@beatersgirls.com.

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