

focus on fashion

Cartoon Characters On The Cutting Edge

(NAPSA)—From Bugs Bunny to Daffy Duck, Road Runner to Wile E. Coyote, one clothing company is finding creative ways to give its clothes animated appeal.



Cartoon characters are adding flair to cutting edge fashions.

Southpole, a leader in the urban apparel market, is teaming up with Warner Bros. Consumer Products to produce an exclusive clothing line featuring the irreverent Looney Tunes characters, called Studio by Southpole.

The new partnership brings these legendary characters to the fashion-forward, hip and trendy urban apparel market for the very first time. The line captures the attitudes and personalities of the characters in apparel, in a way that appeals to the trend-savvy, young men's clothing customer.

"This innovative new line fills a void in the trend-setting urban market," said Jin Bae, design director of Studio by Southpole for men and juniors. "The individuality and irreverence of the Looney Tunes make them adaptable to a wide variety of styles."

The new urban sportswear collection, soon available for juniors as well, incorporates both the look and the feel of the characters in denim, sweaters, fleece, shirts, t-shirts and outerwear—all for the style-smart customer.