

# Trend Alert

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## Tweens and their moms find fun fashions online.

(NAPSA)—There are not many things tweens, teens and their moms have in common, but a trendy brand of fun fashions offers women of all ages something to bond about.

The Primp line of ultrafeminine, casual women's clothing emphasizes comfort without sacrificing style—making it appealing to women on the go, tumbling toddlers and trendy teens.

### Casual Comfort

The women's line includes tanks, tees, thermals, hoodies and sweatshirts, jackets, skirts, pants and leggings.

The girls' line, with styles that mirror the adult line, includes fun plain and patterned tees, tanks, thermals, hoodies, jackets, skirts and sweats.

### Star Power

The supertrendy clothes have been seen on such celebrities as singer Britney Spears and actresses Vanessa Hudgens, Rachel Bilson, Kendra Wilkinson, Katherine Heigl, Lauren Conrad and Hayden Panettiere.

They are also the clothes of choice for celeb moms such as Angelina Jolie, who dressed daughter Zahara



**This line of ultrafeminine clothing emphasizes comfort without sacrificing style.**

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in a patterned Primp sweatshirt for the People magazine family photo shoot.

Nicole Richie's baby daughter Harlow Madden has also been seen around town in a peace-sign-imprinted Primp hoodie.

### For More Information

Primp Inc. is a wholly owned subsidiary of Industry Concept Holding Corp. (INHL.OB), an innovative clothing company. Visit [www.getprimp.com](http://www.getprimp.com) for more information.