

PRESS RELEASE

For Immediate Release

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The Good Ones Clothing Welcomes New Team Member

Fort Wayne, Indiana — The Good Ones Clothing (TGO) announces that Olivia Fabian has joined the kids' clothing company in a newly created position as sales and product development assistant.

Fabian is a native of Fort Wayne and graduated from Indiana Tech with a BS in Marketing. In 2011, she founded OFabz Swimwear, an innovative line of unique, slightly retro swimwear that features functionality for active women and men. She was winner of the 2011 Ivy Tech New Venture Business Plan Competition and in 2012 was awarded Innovator of the Year in for an emerging company by The Fort Wayne Business Weekly. Fabian will continue to develop and grow OFabz Swimwear.

“When we decided to add to our team, we were looking for the right combination of passion, experience and adventurousness,” says Matt Kelley, owner of The Good Ones Clothing and One Lucky Guitar, Inc., a design & marketing boutique. “Having worked with Olivia in the past, I am beyond thrilled that she has joined our team—with sleeves rolled up and ready to help this brand grow.”

“There are many parallels that I see between the brands but the most apparent are commitment to garment quality, attention to fit, and creativity in branding. I’m so excited to have the opportunity to learn from The Good Ones team and to share my experiences from OFabz to build two brands that I absolutely love.” Fabian noted.

About The Good Ones Clothing

In partnership with long-time client Matilda Jane Clothing, One Lucky Guitar launched The Good Ones Clothing Company as a standalone business in Spring 2012. Inspired by the imagination and joy of childhood, the company sells unique and upscale clothing for kids from newborn to 14 years old, as well as teens and adults. Many of the company’s products feature The Final Hurrahs, a fictional, rambunctious band the company created to inspire and entertain kids, and their parents.

To learn more about The Good Ones Clothing, visit thegoodones.com or email info@thegoodones.com.

About One Lucky Guitar, Inc.

One Lucky Guitar, a Fort Wayne-based design & marketing boutique, was founded in November, 2000 and specializes in high-concept design, advertising and marketing, providing clients with top-shelf creative work and full service through strategic partnerships. Advertising clients include Arts United, AWS, Carson Boxberger, Grand Wayne Center, Greater Fort Wayne Inc., J K O’Donnell’s, Matilda Jane Clothing and the Northeast Indiana Regional Partnership. With Indianapolis’ Lodge Design, OLG is the agency of record for the Lutheran Health Network.

To learn more about OLG, visit oneluckyguitar.com or contact hello@oneluckyguitar.com.

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