



Media Relations  
People Like Me  
PO Box 4103  
Middletown, NJ 07748  
mediarelations@peoplelikemeshop.com

NEWS  
For Immediate Release

## **PEOPLE LIKE ME TRY NOT TO TAKE THEMSELVES SERIOUSLY IN SPRING 2010**

New York, NY, February 23, 2010 – People Like Me, an apparel company that officially launched last month and announced today that it has released their Spring 2010 line, continuing to offer varied and charismatic products that seek to impact the perceptive public's frame of mind.

People Like Me is an apparel company driven by determination and loyalty to the authenticity of their designs. "Great products succeed because of great design and we believe in design integrity," said David Ayllon, designer of People Like Me. "The Spring 2010 line continues with this trend and our variety of designs can satisfy the diverse buyers in today's market."

People Like Me's Spring 2010 line features t-shirts for both men and women as well as handbags and accessories. The theme that is prominent in the designs is the humor and taboo of early American pop culture mixed with modern themes. People Like Me utilizes bright, bold colors and creative ideas that make their products unique and fun to wear. "While our company values drive, vision and loyalty, we also value not taking ourselves too seriously," said Ayllon. "We're able to laugh at ourselves and that's how we design our t-shirts; we want people to laugh with us." People Like Me is the type of brand that communicates a sense of confidence but also creates a sense of awareness for those that "get" the clothing. People Like Me invites their consumers to create their own interpretation of the company brand and the t-shirts themselves. The Spring 2010 line is no different and will offer stimulating and fun revelation for consumers.

People Like Me wants to offer their customers an identity outside of that ascribed by social institutions with their tagline "The Right Brain is Never Wrong." This shouldn't be hard with a group of founders that are as different from each other as the Justice League. Using their website, [www.peoplelikemeshop.com](http://www.peoplelikemeshop.com), the company seeks to stimulate the savvy masses by offering them the opportunity to participate interactively on their blog and through their contests.

Rest assured that People Like Me's designs will only get weird. They plan to allow their designs to evolve and "never do the same thing twice," says Ayllon, "unlike Ed Hardy who is the Sarah Palin of t-shirts."