

soffegirl



{ brought to you by vital apparel group



seven norden lane  
huntington station ny 11746-1741  
631.673.1084

"I love them!!! I wear them all the time at practices, home, up north ANYWHERE!"

"Soffes come in the coolest colors!"

"I love Soffe's. They're the best clothes ever, and are really comfortable! I wear them everywhere and all the time!!"

"I love soffes it is the only kind I'll wear!"

"I loooooove my Soffes!!

"I LOVE LOVE LOVE SOFFES!!! They are so comfortable & cute!!"

"YOUR CLOTHES ARE AMAZING!!! I ASKED MY MOM FOR ALL SOFFE CLOTHES FOR CHRISTMAS!!!"

"Soffe is the best ever! I love you guys!"

"OMG Your clothes are so comfortable and really cute."

"I will only wear soffes! I can't wear any other brand. I am in LOVE with your shorts!"

"Soffe ROCKS!!!  
I'm like your no. one buyer! lol."

## the vital story

The Vital story begins in 1978 when (need a line of info for beginning of story here). We are now a leading manufacturer of women's active apparel headquartered in Huntington Station, NY. The Vital Apparel Group includes Vital Apparel, a premiere women's active brand, Vital Accessories, featuring the ProMarx brand, and the Vital Performance division that includes the award-winning InSport line.

We are honored that M.J. Soffe has licensed us to design and manufacture its line of sports-themed and fashion coordinated accessories for young junior girls under the Soffe brand.

The people behind Vital are experienced manufacturers, inventors and designers devoted to creating high quality, high fashion apparel that captures the imaginations of its customers. We continue to set the standard for customer service throughout the industry and are proud of our reputation for being on the leading edge of the next best trend in apparel. At Vital, we scrutinize every product down to the smallest detail. No seam, no stitch, no snap goes unnoticed.

For the Soffe line of accessories, it's all about fashion, fun and functionality. With that in mind, we hope to live in partnership with the Soffe Company happily ever after.





## ashley {soffe girl}

{ female 9-15 yrs old  
United States

{ login  
Every day

{ favorite colors  
Pink, lime, baby blue, yellow, white, purple, red, navy, royal blue, spearmint, passion pink, orange, heather, kelly green, strawberry, chocolate.

{ soffe girl's interests  
Cheering, twirling, running, swimming, biking, marching, softball, soccer, tennis, volleyball, dancing, downloading music, chilling with friends, sleeping late, eating anything sweet, IM-ing, reading fashion magazines, talking on my cell, shopping, shopping shopping!



## lauren {soffe girl}

{ soffe girl's goals

I'd like to become either a doctor, an actress, an astronaut, a teacher, a mother, a governor, a nurse, a chef, a horse trainer, a fashion model, a surfer, a minister, a biologist, a writer, an artist, a race car driver...actually, I'm not sure yet.





annie {soffe girl}

{ about soffe girl }

I'm loyal to my friends and loyal to my favorite brands. I love bright colors and comfortable clothing. I like to buy things that are reasonably priced so that I can buy tons and tons of whatever it is in every color! I like to collect things including hair accessories, socks, and flip flops.

# soffegirl

JULY 2007

## FIND YOUR FLIP FÖR FLAIR!

SOFFE HAS FANS  
ALL OVER THE WORLD!  
HERE'S HOW WE GET THE WORD OUT

Soffe Fan Club Website  
features contests, giveaways,  
fashion tips and thousands  
of fan messages!



ADS IN

COSMO GIRL  
SEVENTEEN  
AMERICAN IDOL  
TEEN VOGUE

MJSOFFE.COM/SOFFE\_FAN\_CLUB.PHP





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accessories are a girl's best friend

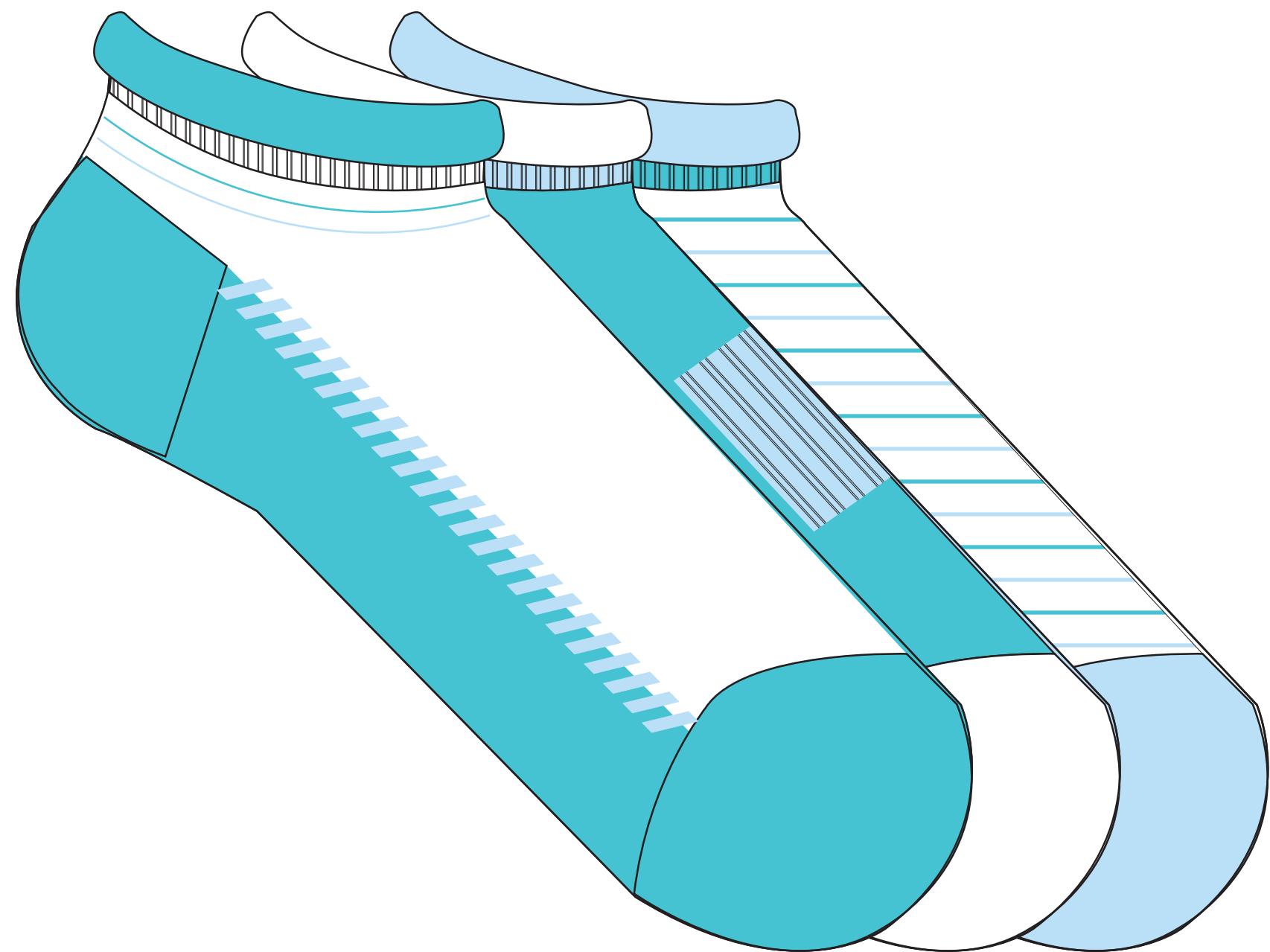


{ flip flops

{ totes  
we've got beauty in the bag!



{ socks  
talk about happy feet!



{ hair flair  
we're going to her head!



accessories are a girl's best friend

{ cross merchandising

we've got it together!



accessories are a girl's best friend

## { packaging



{ hairbands



{ flip flops



{ socks



{ totes



"I Love Soffes! I won't wear anything else!  
All the girls on my cheer squad love Soffes!  
We are your hugest fans!"

"I LOVE LOVE LOVE SOFFES!!! They are so comfortable & cute!!"

"I LOVE LOVE LOVE SOFFES!!! They are so comfortable & cute!!"

"WOW! I love soffes so much, They make me feel happy!"

"Soffe is the bomb.com!"

"I LOVE SOFFE NOT ONLY BECAUSE IT'S WICKED CUTE AND COMFORTABLE BUT YOU CAN WEAR IT ANYWHERE"

"S is for sooo soft, O is for out-of-this-world,  
F is for feels so right, and FE is forever a fan!"

"I LOVE SOFFES SOOOOOOOOOOOOOOO MUCH!"

"SOFFES ARE A GIRL'S BEST FRIEND."

"My entire acting class wears Soffe stuff like several times a week!"

"They are my ultimate favorite! If I could, I would own  
every color of everything. That's my goal!!"

"All the girls on my cheer squad love Soffes! We are your hugest fans!"