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## ***Wildchild Nation brings dance to the forefront of fashion and launches their activewear collection: Love Understands All Music (L.U.A.M.).***

New York, NY - May 1, 2007 - Fashionistas Luam & Traci, along with Marc David have done it again. Premiering the L.U.A.M. clothing line under their parent company, Wildchild Nation, they explode into the world of dance, music, and hip hop with Love Understands All Music.

L.U.A.M. was conceived as a music inspired activewear brand by Wildchild Nation designer Luam, also a noted choreographer in the entertainment, who has worked with artists such as Rihanna, Fergie, Busta Rhymes, etc. "I wanted to make designs that pay homage to the vibe and culture of hip hop and call attention to the culture of dance in fashion commonly unrecognized by the general community. We (Wildchild Nation) have to push each concept, color, finish, and design to make a statement that speaks to anyone who sees it. It must be strong, and it has to look good."

Designs from this collection feature hoodies for both men and women emblazoned with silver or gold metallic headphones (cleverly placed on the hood), distressed boomboxes, "fresh" designs, and DJ graphics. In keeping with their spirit of rebellion and artistry, Wildchild Nation has taken a step with this line towards lovers of truth, music, and hip hop culture, proclaiming in bright metallic foil wrapping around the bottom of their hoodies: "hip hop is not on the radio."

Wildchild Nation has also launched the online store for L.U.A.M. at [www.wildchildnation.com/LUAM](http://www.wildchildnation.com/LUAM) and in just a few months has outperformed sales goals.

L.U.A.M., as compared to their high-end line, Wildchild, appears more streetwear focused, using elements of brighter colors and finishes on hoodies, t-shirts, tanks, and vests. L.U.A.M. is marketed at a lower price point than their premium line, Wildchild. Style mavens of all types will be able to afford these edgier wares, though already it has been snatched up by celebrities and artists such as Pink, Chris Judd, J Status, Laurieann Gibson and will be featured in the upcoming movie "Step Up 2."

### **About The Company**

Wildchild Nation (WCN) is a premier lifestyle apparel company founded by Luam, Traci Copeland, and Marc David, based in New York, NY. WCN is the parent company to clothing brands *Wildchild*, *Love Understands All Music* (L.U.A.M.), and the *WCN Signature Series*.

The *Wildchild* collection is a high-end line focused on the urban contemporary and streetwear markets with premium blazers, jackets, reversible hoodies, etc. Fashions for the *L.U.A.M.* line are more streetwear-centric with colorful designs using metallic and graphic elements on hoodies, tees, tanks, jackets, and vests. WCN recently launched the *Wildchild Nation Signature Series* brand, reserved for partnerships with noted figures and celebrities to create custom, signature pieces. The first collaboration in *WCN's Signature Series* is with TV personality and artist Laurieann Gibson.

Wildchild Nation continues to focus on producing men's and women's quality, trend-right designs influenced by the Soho, urban, and vintage markets. In line with their mission, they push to revitalize their consumers into self-awareness and action, referring to the "Wildchild Movement" in which individuals are expected to explore their hidden ambitions and creativity.