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## ***Trendy New Clothing Line, Wildchild Nation, debuts their collection at MAGIC in Las Vegas.***

Wildchild Nation will unveil their Fall 2007 and Spring 2008 Activewear and Vintage Wildchild line at MAGIC, in Las Vegas, August 27-30 2007 in booth STU33015.

New York, NY - August 17, 2007 - This summer, hot, new clothing company, Wildchild Nation debuts their main collection, Wildchild, at MAGIC in Las Vegas, NV. Inspiration for the label was born from designers Luam and Traci's long-standing ideal of empowering buyers to extract their hidden passions and ambitions. "Our line aims to represent the spirit of artistry and revolution in all of us," Traci explains. "It's for the musicians, artists, writers, activists, and rebels in all of us. You just have to find your 'inner Wildchild'." The young company will be showcasing their first season, Fall 2007, as well as Spring 2008 to buyers and attendees, brandishing their trademark ornate 'W' as a premier logo.

Wildchild's team has worked tirelessly to establish trends for men and women in both their Vintage and Activewear collections, and are eager to showcase their wares at MAGIC. "This will be our first trip to Magic and we are all very excited," says Luam. "We have been gaining momentum here on the east coast, and look forward to bringing Wildchild to the west cost market."

Traci and Luam's selects mix edgy design elements with classic concepts into pieces heavily influenced by music, pop art, vintage, and urban culture. Two of their most popular pieces, a men's wool blazer and women's crop trench emblazoned with their intricate W has already graced red carpets of Fashion Awards and international stages by models and artists alike.

The Activewear collection echoes a young, vibrant lifestyle boasting high-quality fabric for t-shirts, reversible hoodies, jackets, and knits, finished with intricate graphics and destroyed/deconstructed details for underground glam. The Re-Xpressed Vintage collection takes more refined artistic approach focusing on premium blazers, casual dresses, shirts, and vests, also adding signature destroyed elements and contrasting fabrics for their usual edge. For a preview of their collection, visit [www.wildchildnation.com](http://www.wildchildnation.com).

### **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.