



conceived by the bay. born out of love.

FOR IMMEDIATE RELEASE

Abigail Morgan to debut “fuss,” a new line of apparel for babies and grown ups too.

What's the “fuss” all about?

SAN FRANCISCO, California, July 29, 2005 — Abigail Morgan, a boutique located on historic Union Street in San Francisco, is excited to debut “fuss,” a new line of apparel for babies and grown ups too.

WHO:

“fuss” is the brainchild of Lissa Lowe, a local designer. While shopping for baby shower and birthday gifts one foggy day, she and her then boyfriend now husband, Adam Kamlet, were dismayed at the selection of available togs. They yearned for something simple, but fun. Something well made, not just well known. Something “boutique-y,” not bank breaking. No luck. So what did this dynamic duo do? They created their own bundle of goodies to share with family and friends. True to its tagline, “fuss” was conceived by the bay and born out of love.

WHAT:

“fuss” is a double entendre. Not only does it mean to shower affection on another, but also it describes a baby's temperament. It's the perfect moniker for this cleverly cute collection.

Made of 100% cuddly cotton and sourced from American Apparel, the line blends the yesteryear charm of hand illustrations with a playful but simple aesthetic. Each item is hand silk-screened and hand packaged with tags adorned with dotted grosgrain ribbon (the magic is in the details, they say).

As a tribute to the bygone era of letter writing, they have also created “something notable,” a colorful and fun stationery set. Complete with hand stamped stickers and coordinated address labels, it's a heartfelt addition to the line.

WHERE:

Abigail Morgan will host the “t-party” launch at 1640 Union Street in San Francisco from 5:00 – 8:00 pm on Thursday, August 18, 2005.

WHY:

Importantly, a percentage of the proceeds from “fuss” will be donated to the Ovarian Cancer Research Fund in honor of women everywhere who continue to keep joy in their hearts and a sparkle in their eyes despite the challenges of illness.

Abigail Morgan thinks *that* is something to “fuss” about.

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