



ARDEN REED

Press Release
Media Contact:

Carlos Solorio, Founder
carlos.solorio@ardenreed.com
www.ardenreed.com

Arden Reed founders launch [Kickstarter campaign](#) to fund their Made to Measure Menswear Company

Mike started Arden Reed out of his dorm room, providing made to measure clothing to students at the University of Miami. In late 2011, he decided to bring his solution online, but with limited funding his options were few.

“We looked at various sources for funding, but found that the demands for equity by angel investors just didn’t make sense.” commented Carlos Solorio, co-founder of Arden Reed, “Kickstarter allows us to fund our company and maintain our equity stakes. This is going to revolutionize the way that companies are started.”

Kickstarter has become a popular platform for companies to launch their products. In recent days it has had various projects cross the [\\$1 million](#) mark with one campaign approaching nearly [\\$2 million](#). Arden Reed is aiming for a fraction of that and as of this release has 30% of their \$4,000 goal.

They hope to use the proceeds to develop their website and fund specialized equipment to automate their production line. Their current offerings allow customers the chance to customize minute details from the suit lining to the threading. Their garments also come with a Perfect Fit Guarantee.

“We’ve found that style is heavily influenced by fit.” commented Mike Abadi, “But for most consumers a perfect fit is out of reach, costing in the thousands of dollars. That’s what we’re trying to change. We want to create affordable fashion.”

Their [Kickstarter campaign](#) rewards funders with various products depending on their contributions. These range from a personalized Arden Reed dress shirt for \$65 to up to \$2,500 for the entire Arden Reed Launch Collection which includes 7 suits and 10 personalized dress shirts.

For more information about Arden Reed, e-mail carlos.solorio@ardenreed.com.

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About Arden Reed

Founded in 2011, Arden Reed aims to change the way menswear is created. By cutting out the middle men they can supply customers with low cost, high quality tailored suits and shirts.