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GRAUPEL: MAKING WOMEN FEEL UNIQUELY BEAUTIFUL IN THEIR OWN BODY

By creating and selling personally fitted apparel, Graupel empowers women to stand proudly in their own skin

Miami, Fla. (May 2018) - Based in Miami, **Graupel** aims to solve the pressing issue- one size fits all. Each year, Americans return \$62 billion worth of apparel from traditional brands that mass produce clothes based on distinct size groups (0, 2, 4, 6, 8 or XS, S, M, L). Graupel provides customers with an easy solution to a frustrating problem by utilizing technology to create personally fitted apparel. By harnessing cutting-edge virtual 3D measurement technology, 150 measurements can be collected in mere seconds.

Welcome to the Graupel movement: a movement of empowerment. By providing women with a unique style that highlights their individuality, we aim to empower women to love their bodies. Offering a wide assortment of tops and skirts affords every woman with the perfect choice to leave her feeling influential and timeless. Not only will each customer look their best, Graupel's high-quality materials will also entrust that she feels their best too. Graupel is an eco-friendly company, eliminating excess waste by cutting out unnecessary inventory and using the highest-quality materials.

Meet the Founders

Haniff Brown: Co-Founder and CEO: Prior to co-founding Graupel, Haniff worked in finance in New York, specializing in analyzing and valuing retail and consumer companies. Haniff also spent three years as an investment banking analyst in the consumer and retail group at Credit Suisse. He received his bachelor's degree in Mathematics and Psychology from Williams College in 2009.

Craig Pottinger: Co-Founder and CTO: Before co-founding Graupel, Pottinger spent several years working in the software industry. He most recently served as a senior software consultant at LightBend, a software company specializing in reactive application development platforms for building distributed applications. Pottinger was also the technical lead for the bioinformatics domain during his previous employment at Recombine. He received his bachelor's degree in Mathematics from New York University in 2009.

Christina Fitzpatrick: Co-Founder and Creative Director: Prior to co-founding Graupel, Fitzpatrick held a 6-year tenure at Perry Ellis International headquarters in Miami. She served as a creative lead across multiple design teams, devoting herself to implementing innovation and growth strategies within PEI's vast portfolio of fashion brands. Prior to her employment at Perry Ellis, Fitzpatrick dedicated several years to multiple womenswear fashion companies, gaining an extensive background of the fashion design processes across all areas of the industry. She received her bachelor's degree in Apparel Design & Technology from Florida State University in 2012.