



Made in USA Manufacturer Hires International Designer for their New York Office

Contact: Brian Meck
www.fesslerusa.com
(570) 366-0531 x544

Orwigsburg, PA (September 18,2008) FesslerUSA a leading manufacturer of quality knitwear has sewn up a deal with former H&M and Urban Outfitter designer, Patricia von der Burg who will serve as Creative Designer and Sales Representative.

“Hiring someone like Patricia, with a strong background in contemporary design, to help grow our sales was a very natural progression for us,” said Brian Meck, FesslerUSA Vice President of Sales and Marketing. “At FesslerUSA we don’t really “sell” anything to our customers, instead we work together with them to create new ideas and bring them to market,” Meck explained. “Her design background will allow her to relate to our customers, some of the brightest designers in the fashion business, very naturally.”

Von der Burg, an FIT graduate began her career at H&M in London where she was instrumental in developing two of the best sellers at H&M, one that enjoyed record sales of 140,000 pieces a week. “At FesslerUSA I will translate upcoming trends in to commercial garments that will fit our clients need and target customers, analyze what the key items are for the season, create color palette and print stories according to those trends,” she said.

Meck sees Von der Burg as a perfect fit for their Design department. “She is going to add Creative design expertise, be able to share in ideas from a designer’s perspective and help FesslerUSA, and all of our customers, stay on the leading edge of fashion trends for knit bodies and fabrics,” he said.

“Patricia has a lot going for her,” said Meck of FesslerUSA’s latest acquisition. “She is a graduate of FIT in NYC, was very successful as a designer at H&M and has some experience with a few retailers here in the states as well,” he explained. “H&M is known as being the leader in the fast fashion market and we hope that Patricia will help us learn the “European Way” of executing fast fashion.”

She will serve as both Creative Designer and Sales Representative from her New York office at 1411 Broadway. Though Sales is new territory, she feels her experience as a buyer is an asset. “Sales, is totally new to me, but so exciting. Not only because I’m very aware from being on the other side what’s important to the buyers, but also because trend sourcing is one of my strengths, I will be able to serve the buyers with trend appropriate fashions,” she explained.

FesslerUSA is a leading producer of exclusively American made quality knitwear and fabrics. Their products are made in Pennsylvania and shipped globally. They have been continuous operation for 108 years. For more information on FesslerUSA check out their website at www.fesslerusa.com .