

FOR IMMEDIATE RELEASE

Media Contact: Jeffrey Rubin
Goorin Brothers
415.490.7214
info@1333minna.com



Goorin Brothers Announces Launch of 1333 Minna Line's Spring 08 Collection

San Francisco, CA, (April 17, 2007) — Ben Goorin, owner and great-grandson of company founder Cassel Goorin, announces the release of the 113-year old company's Spring 08 1333 Minna collection of hats and accessories.

From season to season, the 1333 Minna line for Goorin is crafted by an evolving alliance of artists and designers dedicated to creating a cosmopolitan style and aesthetic while steadfastly adhering to the Old World craftsmanship Goorin was founded upon. Steel, Reyes, Retna and The Mac, leading edge street artisans from the Seventh Letter Crew of Mad Society Kings fame, designed this season's 1333 Minna line.

Influenced and informed by a synergistic mixture of classic illustration, jazz music, bohemian lifestyle, Richard Pryor, skateboarding, graffiti, pattern making, Mexican fruit juices and inner city life, each piece in the Spring 08 1333 Minna collection challenges the limits of traditional design while telling the stories of the artists through color, texture and pattern. To view the collection, visit 1333minna.com.

All 1333 Minna hats and accessories are constructed with fine quality fabrics in innovative combinations, with richly detailed embroidery and printed illustrations. The baseball hats in the collection are signature to each artist, while the duckbills and bags are the product of collaboration between two of the artists – collaboration being another key to what constitutes the inimitable core of the 1333 Minna line from season to season.

Constantly adding new artists who bring a wide range of experiences and talents to the creation process, coming up for Fall 08, the 1333 Minna line evolves yet again, bringing together world class gallery artists and world renowned tattoo artists to create a one-of-a-kind men's fedora, scarf and glove set, in addition to the traditional fitted baseball hats and duckbills.

The 1333 Minna line, along with Goorin's entire collection of hats, bags, belts and other accessories, is available at Goorin stores, specialty boutiques and retailers, and online at goorin.com. For a store near you, visit goorin.com.

About Goorin Brothers, Inc.

Since Cassel Goorin first sold Goorin hats out of the back of a horse cart in 1895, the company has evolved into celebrated purveyors of contemporary, street-smart hats sold worldwide. Blending retro fashions with ultra-modern, unexpected fabrics and washes, Goorin constantly reinvents vintage hats and adds new styles to appeal to a variety of wearers. For more history, ideas and information, visit goorin.com.

#