



FOR IMMEDIATE RELEASE

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**Sense Clothing Active, Spa, Travel
Spring 2010 Collection**

Santa Fe, NM—Sense Clothing is introducing its Spring 2010 Collection featuring bright, joyful color combinations and flirty, feminine styling. The color story in this collection draws on the fun and happiness of the warmer months.

“Our 2010 palette features lagoon (deep ocean blue), clover, sangria and butter crème,” says Sense president Robin Beachner “Our new line will remind you of blooming flowers, green grass and warm ocean waters.”

A fusion of sport, leisure and fashion, the line's array of tops and bottoms are designed to be mixed-and-matched. The 2010 collection includes numerous new pieces such as the Dance Shrug and the Ruched Wide Leg Tunic Pant.



Sense’s signature piece, the all-season Tunic Pant, has been updated for the 2010 Collection with ruching on each side. This flattering tunic pull-on pant with attached skirt is a must-have in every woman's wardrobe. For an evening out on the town, Tunic Pant pairs elegantly with Sense’s Active Cami and the Shorty Shrug.

Sense clothing is fabricated from a blend of Modal, Cotton and Lycra, which is durable and extremely comfortable. Sense’s popularity is a result of a simple approach to designing clothes with high-end fabrics that wear, perform and travel well. The Spring 2010 collection is priced affordably from \$45 to \$110 retail.

Sense is carried in over 300 stores nationwide and abroad including the Starwood, Hilton, Marriott hotels (Alabama), JC Resorts, Ritz Carlton (Beaver Creek, CO), and Omni Resorts; as well as Exhale Spas, Core Power Yoga (Denver and Oregon), Ocean Reef Resort, Personal Best Pilates Studio (Kansas City) and in Canada, Norway, Spain, the UK and Italy.

Sense clothing reflects a commitment to a healthy, active lifestyle and a desire to create clothing that is comfortable, functional and designed as a collection. To that end, Sense offers a range of styles, fabrics and colors that are simple, sensual, and ageless, made exclusively for active women who enjoy the freedom of movement.

www.senseclothing.com, www.wearsense.com

INTERVIEWS, IMAGES AND LINE SHEETS AVAILABLE UPON REQUEST

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