



**FOR IMMEDIATE RELEASE**  
**Tuesday, April 29, 2008**

**MAKING SENSE:  
SENSE LAUNCHES VIBRANT FALL COLLECTION**

*Santa Fe, New Mexico*—The fall Sense collection continues to exemplify Sense’s commitment to comfortable and flattering women’s active wear. Sense has become one of the most sought-after lines since due to imaginative design and high-end fabrics that wear, perform and travel well.

“What stands out in our new fall collection is the use of vibrant color,” says Robin Beachner, founder and CEO of Sense. “Over the years we’ve been using a neutral modern palette, so it is really exciting for us to present this new palette adding vibrant cinnabar and berry reds complemented by our doe and java tones.”

Each season Sense introduces a collection with new designs and colors, available just for that run. The 15 new styles all stand alone but work together beautifully, flowing from morning into evening. Sense’s pieces easily transition from a yoga class to a business meeting.



The signature Sense piece is the flattering tunic pull-on pant with attached skirt. For an evening out on the town, the new fall apron skirt pairs elegantly with a Sense cami, a shawl and heels.

Sense is carried in over 200 stores around the United States including Exhale Spa in New York City and California, Physical Element in Portland Oregon, and Tootsies department stores in Houston, Dallas and Atlanta.



Robin Beachner is founder and CEO of Sense, Inc. Beachner started her career working in the fashion industry traveling as a sales representative to spas, resorts, fitness and yoga studios. This on-the-ground experience has given Beachner an advantage in the industry.

Sense's corporate headquarters, showroom and warehouse are located in Santa Fe, New Mexico.



[www.senseclothing.com](http://www.senseclothing.com)  
[www.wearsense.com](http://www.wearsense.com)

### **IMAGES AVAILABLE UPON REQUEST**

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