

SPECIAL ADVERTISING FEATURE

FOR SHOPPING AND EVENTS IN WAREHAM, MARION, MATTAPOISETT

DISCOVER THE GATEWAY ... AND TR

TownWear spreads community pride

By SARAH GONET
CONTRIBUTING WRITER

MATTAPOISETT — TownWear takes the notion of feeling good about what you're wearing to the next level.

In a nutshell, who wouldn't like wearing clothes that are the perfect combination of comfort, social responsibility and community pride?

"What it does is allow people to celebrate what makes their town special," said Kerrin Adrian, executive director for BER inc, the company behind TownWear.

"There's something to be said for making a positive impact on your community. People like that."

TownWear originated in 2006 as a way to help celebrate Mattapoisett's sesquicentennial anniversary and has spread to coastal communities throughout New England and, more recently, across the nation.

"We wanted to celebrate the town, but had no idea it would catch on like it has," said Bruce E. Rocha, Sr. president and CEO of BER inc. "People really seem to gravitate towards the individuality of it."

So, what began with a few simple t-shirts has since evolved into a full line of casual apparel and gifts for men, women, children and infants,



Photo courtesy of TownWear

TownWear began as a way to celebrate Mattapoisett's sesquicentennial anniversary in 2006 and it is now available at retailers across SouthCoast.

with everything designed, screen-printed and embroidered in the U.S.

"You can tell that the quality is there as soon as you feel the fabric," said Adrian.

The experienced TownWear design team creates a whole cadre of custom

products for each community and offers its exclusive retailers a full range of co-op marketing services.

"Typically, the community-based retailers we work with don't have the staff and resources available to dedicate to marketing and advertising,"

said Adrian, noting that BER inc is able to provide retailers with everything they need to promote the TownWear brand, such as print ads, posters, rack cards, and postcards featuring local people, places and businesses.

"That's where we are able to step in and provide support. We show them how to build brand recognition."

TownWear also offers retailers and customers the opportunity to give back to their community by contributing 5 percent of all sales to charities in the communities where its retailers are located.

"The retailers choose the charities and we send the check. It's an easy way to invest in the community where you're doing business," said Adrian.

So far, thousands of dollars have been donated to dozens of local charities.

TownWear is currently available at several retailers throughout the SouthCoast, including The Whale's Tale Gift Shop and Moby-Dick Retail in New Bedford, Preiwinkles and the Village Toy Shop in Fairhaven, Isabelle's in Mattapoisett, Partners Village Store in Westport and Folia in South Dartmouth.

To learn more about TownWear, visit www.mytownwear.com.