



For Immediate Release

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**CASS AND COMPANY LAUNCHES GIVE BACK PROGRAM  
FEATURING LEADING U.S. ARTISTS IN A UNIQUE COLLABORATION OF  
APPAREL AND ART**

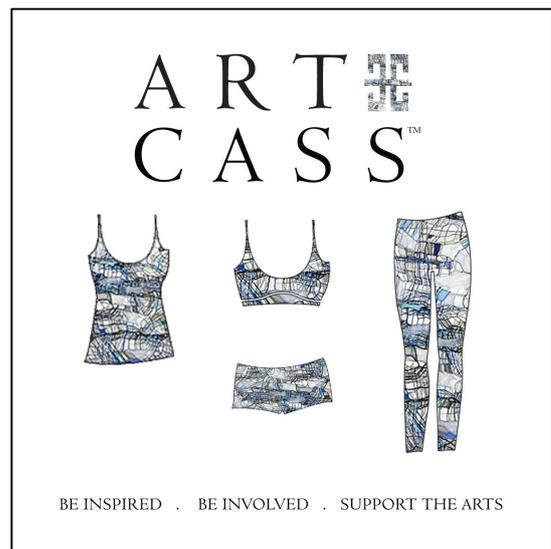
KENNETT SQUARE, PA, -- On February 23, 2014, Cass and Company, an award-winning leader in luxury shapewear, will launch ART CASS, a multi-faceted philanthropic foundation designed to incorporate the talents of leading artists with CASS shapewear to create apparel that is also wearable art. Proceeds from the collaboration will support artists and fund arts programs to benefit underprivileged children. Susan Ledyard, Founder and President of Cass and Company, known also for innovatively incorporating copper into shapewear, made the announcement today.

Launching for Fall 2014 at the CurveNY Designer Lingerie and Swim Exhibitions, ART CASS debuts with a powerful collaboration with installation artist Caroline Lathan-Stiefel, whose massively bold installations turn building exteriors and interiors into ethereal wonderlands. Using found materials and pipe cleaners, Lathan-Stiefel creates magical textile presentations that are some of the most striking works on display today.

The first ART CASS collection features leggings, camisoles and bralettes superimposed with the bold mélange of shapes and colors for which Lathan-Stiefel is known. ART CASS will launch two artist-based collections each year with its next line debuting for Spring 2015. All of the pieces can be worn both underneath clothing as a support or by themselves as stand-alone items.

In a move unique to both art and apparel industries, leading retailers that carry CASS and Company's luxury collections will now be given the opportunity to offer the artist-inspired apparel as well as display in-store the actual installation art. The original art will be sold to the stores with 100% of the proceeds going to the artists selected.

Susan Ledyard, a longtime supporter of the arts, grew up among artists and has explained that besides helping groundbreaking artwork gain greater exposure, she also wanted to share with the chosen artists



the business tools and model and infrastructure that she has created so that they become as successful financially as they are creatively, something Ledyard believes is sorely missing in the arts today.

Fifty percent of the proceeds from the sale of the ART CASS collection go directly to the creating artist; 10% will be donated to arts programs that support children in need. The first foundation recipient is the Rachel Gambrell Scholarship Fund of the Delaware Center for the Contemporary Arts (DCCA).

ART CASS is already inundated with portfolios and has selected its 2015 artist-collaborator. Applications from artists are being accepted for ART CASS/Fall 2015. Those interested can contact ART CASS at [artcass@cassandco.com](mailto:artcass@cassandco.com).

#### About CASS

CASS and Company – also known as Cass Luxury Shapewear – is a leader in luxury shapewear. The company was founded ten years ago after Susan Ledyard had given birth to two children and was unable to find quality shapewear. She chose to create the products herself. Several millions in retail sales later, she is considered an innovation leader in shaping tops, bottoms, dresses, hosiery and accessories.

Ledyard was honored for her innovative role in shapewear in November 2013 with the Stevie Award for Women In Business as Entrepreneur of the Year – Consumer Products and Innovator of the Year. She is known for adding copper to shapewear - an industry innovation - against a chorus of criticism and skepticism. Ledyard saw the benefits herself - enhanced skin tone, texture, reduced wrinkles and the providing of anti-bacterial protection. CASS and Company is now in the process of incorporating copper into hosiery. Ledyard recently introduced “Lucky Back” – shapewear that prevents slouching and rounded shoulders. Additional information can be found at [www.cassandco.com](http://www.cassandco.com).

Media on deadline please contact CASS and Company at 302-598-1500;  
[www.cassandco.com/cass-gives-back/](http://www.cassandco.com/cass-gives-back/)  
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