



WES AND WILLY

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Omaha, NE

**A WELL DRESSED SECRET: INTERNATIONALLY SUCCESSFUL BOYS CLOTHING LINE BASED IN OMAHA
Wes and Willy Boys Clothing Company Will Launch Ad Campaign Highlighting Omaha Headquarters this Summer**

Just North of Creighton University campus lies a little local secret with an large international following. **Wes and Willy Boys Clothing** line is very successful boys clothing line sold in over 600 stores nationally including Bloomingdales, Nordstroms, and the children's apparel catalog, Fireflies. It has been spotted on the children of Brad and Angelina, Mark Wahlberg, Kate Hudson and even in major motion pictures. And since 1989, it has been discreetly headquartered in a North Omaha neighborhood. With a new national ad campaign highlighting its Omaha Headquarters launching this Fall, the secret is about to get out.

Wes and Willy is a family owned and operated business with 24 full time employees. Founder and lifelong Omaha resident, **Bill Mullen** oversees all fashion design with his brother-in-law, Marty Bruckner, as a Lead Artistic Designer. Mullen was an original employee with the Omaha based Leggoons brand in the 1980s. Today he and his family including, wife, brother-in-law and sister-in-law work at Omaha HQ.

When asked how he got started in children's apparel, Mullen responds, "I've been in the fashion world since 1989, designing men's wear and selling to shops up and down the coasts. But when it came to buying the right clothes for my sons, Ryan and Jack, I couldn't find them. So I started making my own."

This fall Wes and Willy is launching its first national advertising campaign which for the first time highlights its Omaha headquarters. Advertising vehicles will focus on the internet and cross promotion print ads with its national retailers.

"Our physical location was never made a point before now but as we continue to grow, we realize Omaha is a large part of who we are. We're proud to be in Omaha and promote that fact in our campaigns," says Mullen.

Part of the fall campaign are new innovative clothing hangtags on each piece of Wes and Willy clothing. The clothing tags have a Quick Response or QR code that shoppers can scan with their smart phone. The code links the shopper's phone to a video on wesandwilly.com with scenes of Omaha. All Omaha children were used for talent.

The freshly rebranded Wes and Willy website features the Omaha video and an innovative retail store locator. WW does not sell online directly but select pieces of the line may be found locally at Von Maur and online on many boutique retailer sites, Amazon.com, and the Chicago based online retailer, www.red21boys.com.

Wes and Willy has two sister clothing brands (or should we say more appropriately, "brother brands?") also operated from the Omaha headquarters that feature only apparel for males. **Jack Thomas** is a premium collegiate style boys line that was launched in early 2012. A men's tropical line, **Mad Gringo**, features fun men's resort wear. Mad Gringo encourages men to stop the stress of corporate life and "Go Slow." Greg Chambers, Marketing Director for Mad Gringo, Wes and Willy and Jack Thomas, says, **"We're all about boys – even boys who never grew up, like Mad Gringo."**

Wes and Willy Headquarters will be open to the public for a **Warehouse Sale Friday, May 11th** from 4 to 7pm and Saturday, May 12th 9 am until noon. The warehouse sale will feature boys clothing sizes infant to 14 at 50% to 70% of retail price. Tours of the warehouse and design studio will be available on Saturday, nine am to noon.

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Photo opportunities, tours and product samples available.