



## **Trufflz Introduces Sass Factory, a Playful T-shirt Line for Girls to Express Their Fashion Style**

*Mom-approved, paper doll inspired girls clothing and a fun interactive web site.*

Bellevue, WA ([PRWEB](#)) October 25, 2011 -- Trufflz LLC announced today the launch of the Sass Factory design label ([www.SassFactory.com](http://www.SassFactory.com)), a t-shirt line that brings the age-old dress-up doll pastime to the modern era, together with an interactive online experience. Created for girls ages 5 to 12, Sass Factory's stylish Me-Ts are t-shirts that feature six different characters and come with fun, detachable dress-up outfit appliques for any young fashionista to express her personal style in an age appropriate way.

While spending time with her six year old niece, Pooja Vithlani, "auntrepreneur" and creator of Sass Factory, came up with the concept that allows girls to play dress-up and express their personal style in a fun way that meets parental approval.

"It's been so much fun working with my niece on designing the Sass Factory product line and I'm excited to make it available to other young fashionistas out there," said Vithlani. "I hear from moms all the time about how their young daughters are maturing too quickly and developing a strong sense of fashion preferences at an early age. Many girls want to dress-up like their favorite pop star or celebrity, in styles that aren't always age-appropriate. With Sass Factory Me-Ts, girls are able to be creative and express themselves in a fun and wholesome way."

Sass Factory Me-Ts are offered in six designs, each with a different printed character representing a different ethnicity, allowing each young fashionista to select the character she most relates to. Me-Ts are available in two colors, pink and purple, and come with a detachable dog applique and two detachable dress-up outfit appliques. A broad range of additional detachable dog and dress-up outfit appliques can also be purchased separately, so that girls can collect, trade and mix-and-match outfits to create their own unique ensembles.

Each Sass Factory product includes a card that holds a secret code. These codes can be redeemed on the Sass Factory web site ([www.SassFactory.com](http://www.SassFactory.com)) for an "SF Cash" currency value that can be applied towards the purchase of future Sass Factory products.

In addition to collecting "SF Cash" on [www.SassFactory.com](http://www.SassFactory.com), girls can further explore their personal style and creativity at the "[Design Studio](#)", where they can design outfits for the different Sass Factory characters and post their fashion creations on the site's "Catwalk" to be viewed and ranked by other young girls. The most popular designs will be brought to life by Sass Factory for future production to expand the dress-up outfit applique collection. While free to sign up and no credit card is needed, a parent's permission and authorization is required.

The Sass Factory web site ([www.SassFactory.com](http://www.SassFactory.com)) also includes a Mom Zone, which provides inspirational ideas on using Sass Factory products for fun party experiences, creative mom and daughter crafts, and tips on keeping girls safe on the internet.

Sass Factory products can be purchased online at [www.SassFactory.com](http://www.SassFactory.com) and will be available in retail outlets next year.



For more information about Sass Factory, please visit the company's web site at [www.SassFactory.com](http://www.SassFactory.com)

#### About Trufflz LLC

Trufflz LLC owns and operates Sass Factory and is the first company to offer a hybrid t-shirt and toy concept with an interactive web site. Founded by Pooja Vitlani, based out of Bellevue, WA, Trufflz LLC focuses on bringing unique kids concepts that bridge the gap between fun, fashion and comfort.

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**Online Web 2.0 Version**

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