

Designs by Alison Launches Benchwarmers Products: Unique Customized Apparel



Chicago, Illinois – June 20, 2013 – Designs by Alison Launches Benchwarmers Products: Unique Customized Apparel.

Designs by Alison has refined and packaged fleece apparel designs to appeal to the masses. Benchwarmers Products is launching with three products resulting in endless possibilities. The customer selects colors, selects products and adds their designs. Benchwarmers target is fundraisers, team gear, spirit wear, cold weather sports sponsorships, camps, outings.

“Benchwarmers grows from one design with feedback from a lot of customers”, says Alison Selivon. “Designs by Alison started with one odd-shaped hood hat in one color scheme and customers came back suggesting more colors and asking for more designs. Once we launched the wrap, feedback was almost instant that this was the direction we needed to go.”

Each item has room for logos and sponsorship. The company works with clients style and design options. Their mission is to provide quality and service at great price. They accept orders big and small. Benchwarmers Products, To Hat, To Hold, To Hug are proudly hand made in America and available immediately.

Find out more at: <http://designsbyalison.textiledesignsbyalison.com/Portfolio.html>

Alison Selivon is a Fiber Artist with more than 20 years experience including surface design, garment construction, and interiors applications. She teaches fiber art and sewing classes in the Chicagoland area. Her hats have been featured on the WGN Morning News and she received her first US patent July 2012. Alison launched Sew Much for That: Host an Eco-Sew Party in January 2013.

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