

LNA Clothing Online Store

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<http://www.lnaclothing.com>

LNA was founded in the summer of 2007 by California natives, Lauren Alexander and April Leight. Started with the simple idea of creating the perfect men's tee for women, LNA began as a basic T-shirt line that focused on fit, color, and the perfect cotton. That Summer, the first collection launched at Barneys New York, Madison, and Henri Bendel. After receiving press in magazines such as Vogue and Nylon, along with a celebrity fan base that included Nicole Richie and Mischa Barton, Alexander and Leight decided that it was time to expand the line. "It was a natural progression for us", says Leight. "Our idea behind the line has always been to create perfect basics with some edge", says Alexander.