

MEDIA RELEASE: February 1, 2008



“The Year of the Wallet”

With nearly a decade of creative wallet manufacturing under its belt, Portland-based db clay is set to unveil their most recent collection of designer wallets titled Version 3.1 (three point one). This is a highly anticipated launch being pitched as a ten year anniversary tribute; a milestone of sorts, which solidifies db clay’s elevated role in today’s fashion accessories industry.

“We have taken a content based approach to product design,” explains 28 year old CEO and Creative Director Garrett Croft Stenson. “Each of the wallets featured in our Version 3.1 collection is reminiscent of a life experience had by one of us here at db clay. Version 3.1 represents our unique intersection of combining meaningful stories with innovative production methods.”

db clay’s designer billfolds look and feel unlike anything you’ve seen before- each is made from a custom engineered and proprietary textile which db clay calls Tope. The artfully printed wallet designs in this collection vary widely from subtle black on black color palettes to a far more mysterious “Slow Bugs”... a wallet covered in dead insects. The new line is truly groundbreaking and serves as evidence in a maturing process, a sophisticated evolution of thought and an introspective look into this content driven brand’s core. A concept, slightly ahead of its time.

db clay revenue increased 140% from 2006 to 2007 and this past holiday season, product was being sold in 35 Nordstrom stores nationwide. Also on the list is Bergdorf Goodman, Takashimaya, MoMA, Fred Segal, Flight 001 and nearly 500 additional specialty retailers across the world. Preliminary projections predict nearly 4X growth for db clay in 2008 as they endeavor to expand the men’s line (beyond wallets) and finally, the introduction of a women’s line.

db clay attributes its rapid growth to the efficient management of unique ideas and the development of custom scripted web-based and virtual business technologies. These elements combined with relentless word of mouth being spread by loyal db clay users daily has allowed for exponential movement inside a dynamic fashion industry. The content-based business model they’ve built is entirely scaleable and the scope is indeed global thanks to the viral capabilities of the web.

Crafts meet technology @ dbclay.com

Contact db clay: Please call us to request samples and to schedule an interview.

Mr. Benjamin Diggles

P: 971 223 5679

E: Benjamin@dbclay.com

Media Archive and hi-res product photography for download: www.dbclay.com/badjorx

Garrett’s Blog: www.dbclay.com/blog

Company Culture: www.evilbackwards.com

Important Dates: The Launch of Version 3.1

First official unveiling at the New York International Gift Fair February 2nd – 6th

Public presale campaign begins April 1st

Product ships and arrives in stores May 1st