



**FOR IMMEDIATE RELEASE**  
**Friday, Nov. 5, 2010**

### **SENSE NEW HEADQUARTERS OPENING CELEBRATION**

*Santa Fe, NM*— Sense Clothing invites the public to their new headquarters opening celebration, Thursday, Nov. 11, 5 -7 p.m., at 851 W. San Mateo #5, Santa Fe, N.M. The new contemporary space works well with the Sense line with simple and clean design and calm, grey tones.

The party will include entertainment by singer-songwriter Matthew Andrae, a drawing of a \$500 shopping spree and food catered by Nile Café. Shoppers can enter the drawing now through Nov. 11 at Sense. The winner will be announced at the party.

“Sense continues to grow and we need more space,” says Robin Beachner, Sense owner. “Our wholesale business is increasing substantially, and the new location has a better space for packing and receiving merchandise. We are right across the street from our old location, in an area of Santa Fe we love with a bigger and better showroom. Our new location not only has ample parking, but is situated next to Yoga Source, Studio Nia Santa Fe and Tone Spa & Fitness for Women, which is a perfect location for us.”

Sense clothing is fabricated from a blend of modal, cotton and lycra, which is durable and extremely comfortable. A fusion of sport, leisure and fashion, the line's array of tops and bottoms are designed to be mixed-and-matched. Sense's signature piece is the all-season flattering Tunic Pant with an attached skirt.

“Their simple approach to designing clothes with high-end fabrics that wear, perform and travel well is why I wear Sense,” says Sense spokeswoman, American mogul skier Hannah Kearney. Kearney won a gold medal at the 2010 Winter Olympics.



Sense is carried in top spas and resorts nationwide such as the Starwood, Hilton, Hyatt Hotels, Omni Resorts, and pilates and fitness studios including Exhale Spas, Core de Vie Boston and San Francisco Dancewear. Sense can also be found internationally in Norway, Spain, the UK, Canada and Italy.

Sense Clothing has been a major philanthropic force in education in New Mexico and has provided mentorships and donations to the Bosque School in Albuquerque, the Santa Fe Public Schools, Monte Del Sol, Santa Fe Prep and the Santa Fe Community College throughout their seven years in business. Sense has also supported numerous organizations and causes including the Española Valley Humane Society, Assistance Dogs of the West, The Land Trust of Napa Valley, Susan G. Komen for the Cure, and ARTsmart.

Sense invites locals and visitors to the new headquarters opening celebration, Thursday, Nov. 11, 5 – 7 p.m. For those that cannot make the party, they may shop online at [wearsense.com](http://wearsense.com).

INFO: 505-988-5534

[www.senseclothing.com](http://www.senseclothing.com)

[www.wearsense.com](http://www.wearsense.com)



**INTERVIEWS AND IMAGES AVAILABLE UPON REQUEST**

**Contact:**

MARSHALL PLAN

Jennifer Marshall

505-231-1776

[jennifer@jmarshallplan.com](mailto:jennifer@jmarshallplan.com)

[www.jmarshallplan.com](http://www.jmarshallplan.com)