



The Miller Group Lands New Retail Account for High End Women's Athletic Boutique

The Miller Group has just landed an exciting marketing campaign with a high-end women's athletic apparel boutique called Sporteve. Women over the years have been overlooked by athletic stores as they have been mostly ruled by their male counterparts. Through outdoor sports interests of women, Sporteve and The Miller Group have teamed up to implement their vision and reach out to women across Southern California and beyond.

Los Angeles, CA, August 25, 2006 --([PR.com](#))-- [The Miller Group](#), a Los Angeles advertising and public relations agency, recently became the agency of record for Sporteve - a high-end Culver City retailer specializing in outdoor athletic apparel, gear and accessories exclusively for women.

Sporteve is part of a growing national trend of athletic apparel stores focused on women. Women have often been overlooked in sporting goods stores, as the industry has been regarded as "a good ol' boy industry, run by men for men," according to Matthew Powell, an analyst at researcher Sports One Source in Princeton, N.J.

Sales of women's athletic apparel, which in 2004 totaled \$4.9 billion, was up 8.8% from 2002, while men's sales were flat, according to the Sporting Goods Manufacturers Association.

"Sporteve is about making women feel comfortable in their own skin," according to owner D'Lynda Fischer, an avid cyclist, Venice resident and urban planner. The Culver City store, which opened in July, 2006, is the first in an aggressive expansion planned for the next few years.

The Miller Group developed the corporate branding, launched the web site - [www.sporteve.com](#) -- and recently created the company's first integrated marketing campaign. The agency is implementing an aggressive, grass roots effort to reach nearly 100,000 potential customers through running, cycling, hiking, kayaking and other outdoor clubs and organizations throughout Southern California. Consumer outreach also includes online marketing, a local and national public relations effort and viral marketing.

"Our goal is to extend the sporteve brand beyond Southern California while building strong name recognition and destination status in L.A.," said Renee Miller, president and creative director of The Miller Group.

The Miller Group specializes in providing integrated marketing solutions to a full spectrum of clients, including RE/MAX, North American Scientific and First Federal Bank of California. For additional information, please contact (310) 442-0101.

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