



Super Sexy & PETA Co-brand “Compassion is Super Sexy... PETA.org” T-shirt with Swarovski Crystal Paw Print to Raise Money & Awareness

Super Sexy designer Anna Pereira, and People for the Ethical Treatment of Animals (PETA) join forces to raise money and awareness with a customized and Swarovski crystal embellished women’s T-shirt.

New York, NY, August 25, 2005 --(PR.com)-- Artist and Designer, Anna Pereira of [Super Sexy](#) LLC is known for her hand painted and airbrushed designs that are embellished with hand installed corsets and hand set Swarovski crystals. Each and every shirt Anna creates is an original masterpiece, inspired by everything from rock music to royalty.

Though Anna's price points for such handcrafted work are usually in the hundreds, Anna has generously designed a special high quality silk screened version of her work to benefit a cause close to her heart - animals. A true animal lover, Anna approached PETA regarding a co-branding concept, combining Super Sexy and PETA in order to get across the concept that compassion towards animals is “Super Sexy.” PETA loved the idea and a co-branded T-shirt was born! Anna developed a silk screened version of her work to accommodate PETA's need to save and raise as much money as possible for their cause of helping animals.

The T-shirts PETA selected to offer is Super Sexy's Saturday Tee. They are 100% light weight cotton in white and run small, medium, large and x-large (junior/missy sizes) and read “Compassion is Super Sexy... PETA.org,” in hot pink text. Anna hand applied a Swarovski crystal paw print to each shirt giving it that 'extra special' touch her line is known for.

Shirts will retail for approximately \$35.00, and will be available for purchase through [www.PETA.org](#), in September 2005, and available through PETA's mail order catalog in December 2005 for the holiday season. ALL proceeds from the shirts will go to PETA (People for the Ethical Treatment of Animals) and PETA related causes!

For more information on designer Anna Pereira and her line, Super Sexy, please visit [www.MySuperSexy.com](#). Super Sexy shirts can be customized by color, text, airbrushed design and more. Also, choose a hand installed corset and your favorite color/colors of Swarovski crystals for added oomph!

For Media Inquiries Contact:

Allison Kugel

[Allison Dawn PR](#)

Tel: 516-942-0264

Email: allisondawnpr@aol.com

[www.AllisonDawnPR.com](#)

###



Contact Information:

Allison Dawn Public Relations

Allison Kugel

516-942-0264

allisondawnpr@aol.com

www.allisondawnpr.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/2666>

News Image:

