



## **LORIENT LAUNCHES COLLECTION USING LATEST FABRIC TECHNOLOGY**

**New York, NY, June 10, 2010 (NYDMZ) -- Lorient.com celebrated its 5th year anniversary with the launch of its latest sport line of tennis apparel. Lorient was founded on a desire to converge clothing styles and trends from tennis, board sports, soccer and running to create a new line of high quality sports apparel. Now the innovative company launches its newest Sport line made once again with the very latest in performance fabrics. Lorient's new Sport line uses a combination of different types of polyester fabrics with a greater than ever breathability and aeration. This new collection includes performance tees and collared shirts for men and boys; athletic shorts for men, women and children; and high endurance sports tops and skorts for women.**

**Lorient is dedicated to promoting athletes and works closely with coaches, academies, clubs and schools to support tennis and other sports. Lorient is a proud sponsor of a number of tournaments and organizations. "We are a new and personal operation which enables us to offer excellent deals and design customized packages for players, coaches, events and specialty retailers," says Mehdy Karbid, co-founder and COO/Director of Finance of the company.**

**Lorient is based in Mamaroneck, NY and sells high quality athletic clothing born of contemporary styles, innovative cuts and fabrics. Lorient clothing and accessories are currently available in select stores and online. Visit their website: [www.Lorient.com](http://www.Lorient.com) to find out more or to inquire about packages, deals and incentive programs.**

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