

Advertising News

News Headlines from:



INDIANAPOLIS, Sept. 22 /PRNewswire/ -- Recently launched online boutique, Cameleon Power-Sport Apparel (<http://www.cameleonapparel.com>), now has a solution for women who want to go from the motorcycle to the boardroom safely and stylishly. This boutique introduces a unique protective Invisible Armor jacket as well as stylish, fashion-forward apparel exclusively for women around the world who ride motorcycles.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060922/DEF005>)

Located outside Indianapolis, IN, Cameleon has developed a form-fitting, lightweight, Invisible Armor(TM) jacket for female riders providing protection for the shoulders, elbows, kidneys, ribs and spine. Constructed of moisture management mesh and solid fabrics, this figure-flattering, front zipping jacket fits snugly over shirts yet is light enough to wear under business or casual attire, as well as a blazer, jacket, or coat. Cameleon's garment is the first of its kind and is designed for both the serious and leisure rider. It's sleek, fashionable and made specifically for women.

Cameleon Power-Sport Apparel founder, Kristina Jones, was searching for stylish body armor and fashionable apparel to wear that could take her from the bike to the boardroom. She developed the jacket and started her online boutique when her endless search left her empty-handed. "I wanted the ability to reflect my personal style. As I did my research, I noticed there was nothing out there for me. I wanted more than the average black leather jacket. I wanted flattering garments that reflected my style and would enable me to transition from a day at the office to a PTA meeting or an evening out with my husband. Most of all, I wanted protective wear that let me move freely and enabled me to ride safely. My research showed that of the one million motorcycles sold each year, women represent 10 percent of the sales, so I saw a niche that needed to be filled," she says.

"This jacket is designed to be a transitional garment that can be worn while riding to and from the office, a meeting, or a nice restaurant. Because of its lightweight fabric, it can be worn over a tank top or heavier shirt, or under a nice outer jacket or coat. It can be tucked in or out and enables women to wear what they want underneath. There's no need to change clothes. When you arrive at your destination you take it off and fold it up," Jones continues. She also notes the material moves moisture away from the body so riders won't be sweaty, and the pads won't develop an odor.

Jones partnered with Oregon company, Crash Pads (which designs protective body pads for all types of extreme sports such as motocross, biking, skateboarding, skiing and snowboarding), to combine her garment design with their pad technology. "These pads can withstand significant impact yet they move with you, are comfortable and are not bulky. Their ergonomics are designed not to restrict body movement. Consideration was taken regarding how women move during a motorcycle ride," she notes.

In addition to the Invisible Armor jacket, Cameleon's online boutique offers fashion-forward apparel, unique garments and accessories enabling women to ride in style. "My goal is for our site to provide apparel and accessories that enable women to seamlessly go from the bike to the boardroom or to a nice restaurant without the need to change clothes. I want women who appreciate fashion to be able to wear what they want when they ride. We also pride ourselves on providing extraordinary customer service and easy ordering. Our packaging is designed for no-hassle, easy returns," Jones continues.

Jones also intends to utilize her website to showcase up-and-coming apparel designers. "Each year we will choose a designer with promising talent who is coming up through the ranks to design a jacket that is

beautiful and fashionably over-the-top. We'll sell a limited edition of each on our website," she adds.

Some items available on Cameleon's online boutique:

- * Cameleon Power-Sport Apparel private label leather jackets;
- * Other soft leather jackets featuring unique design elements;
- * No-wrinkle Rosner brand jeans featuring tailored look to prevent gapping;
- * Wear Luck brand long sleeve body-hugging cotton shirts featuring various Feng Shui logo medallions;
- * Embroidered tailor fitted vest with small brass stud/charm detail finishing;
- * Fitted shirt with unique asymmetrical cut;
- * Sleek leather handbag transitioning from dressy to casual look;
- * Leather backpack converting into shoulder bag;
- * Jewelry designed with recycled exotic wood, braided deerskin, sterling silver, mother-of-pearl and turquoise; and
- * Custom-designed belts.

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Cameleon Power-Sport Apparel Online Boutique Introduces Protective Invisible Armor Jacket and Fashion-Forward Apparel Taking Women From the Motorcycle to the Boardroom



**Invisible Armor in black shown under
Cameleon Apparel private label leather
jacket. (PRNewsFoto/Cameleon Power-
Sport Apparel, John C. Freeland)**

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