

pn
petite nation.
activewear for petites



press kit

petite statistics

- 43% of American women are petite, 5'4" or shorter
- Current petite lines are geared towards older, more mature middle-aged to senior women where styles are conservative and boxy with limited color and fabric varieties.

petite nation's competitive advantages

- Petite Nation is a fashion-forward contemporary petite line that is sophisticated and affordable.
This is not your petite grandmother's clothes! We have a niche within the petite market.
- Petite Nation creates value by minimizing costs for alterations.
Petite women can pay on average \$50 to \$100 for alterations on styles from contemporary designers just to fit their size.
- Petite Nation is created exclusively for petites.
Unlike other contemporary fashion labels that have both a contemporary and a petite line where the petite line can be a secondary focus in terms of allocated resources, Petite Nation's only and primary focus is petites.
- Petite Nation form-fitting silhouettes to accentuate the petite figure.

petite nation demographic

Confident, sophisticated, and independent-minded petite women between who are inspired by runway looks and have their pulse on the latest and upcoming fashion trends.



As a pilates and yoga instructor it was only a natural transition for Teresa Le to expand her Petite Nation fashion line to include activewear for petite women. Teresa has been practicing yoga since 1997, and has been teaching pilates and yoga since 2003 in both Denver, Co and Chattanooga, TN.

The crossover styling and breathable materials of Petite Nation® Active let you look sporty & stylish in whatever you do! Whether you lead an active lifestyle, want to look like you do, or just love wearing comfortable clothes that move with you in your exciting and on-the-go life, Petite Nation® Active is functional, fashionable, and fitting! The functionality of the clothes is most evident in the wide hidden zipper pocket in the back waistband of each Petite Nation® Active bottom. This convenient pocket is a value-added feature for the Petite Nation customer.

"I created Petite Nation out of my own frustration at not being able to find stylish and trendy clothes to fit my petite 4'11" frame," says Petite Nation founder, Teresa Le. "I hope that my petite designs will not only alleviate that same frustration for other women, but also inspire them to explore new styles."

43% of American women are petite, 5'4" or shorter, however, the current fashion choices available for petites are usually boring, boxy, and frumpy with conservative styles and colors. Petite Nation is committed to making fashion-focused petite clothes available to petites everywhere. Petite Nation creates value for petites by minimizing the customer's cost for alterations, which can average \$50 to \$100.

Originally founded as TLé Designs in 2007, the line was rebranded in 2010 under a new moniker, Petite Nation. The new name and branding efforts reinforce Petite Nation's commitment of creating value and giving petites what they want – clothes that are fresh and contemporary. Petite Nation® Active debuted in January 2014.

Petite Nation...stand tall!

At 4'11", Teresa Le knows how extremely frustrating it is for petites to find great-looking, fashion-forward clothes that fit. Teresa is a self-taught designer and has been sewing and designing since childhood.

Born in Vietnam and immigrating to the U.S. as a toddler, she was introduced to sewing at an early age by her mom, a professional seamstress.

After earning her MBA in International Business from the University of Denver, Teresa, who is a former corporate financial analyst and underwriter, merged her corporate know-how with her sewing and designing skills to fill a niche in the petite-fashion market. In 2007, Teresa moved back to Chattanooga, TN, where she grew up, and launched her first fashion line later that Fall.

Teresa has been practicing yoga since 1997 and teaching pilates and yoga since 2003, in both Denver, CO and Chattanooga, TN. In her search for finding functional and stylish petite-size activewear, Teresa never found a yoga pant or legging that she didn't have to shorten. This led her to expand her fashion line to create an activewear line exclusively for petites. After spending a year and a half developing the fitness line, Petite Nation® Active debuted in January 2014.





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petite nation®...stand tall!

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