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FOR IMMEDIATE RELEASE

A PASSION FOR MEN'S FASHION — AND FOR MAKING MIRACLES HAPPEN

**LUXURY MENSWEAR BRAND DAVID AUGUST UNVEILS NEW COLLECTION
BENEFITTING MIRACLES FOR KIDS**

***Purchases of the Celebrity-Favorite Label's Offering Will Help Support Families
with Critically-Ill Children***

Tustin CA (May 31, 2018) – Luxury menswear brand David August announced today the launch of the Miracles for Kids collection for charity. Available in six handsome colors, the exclusive accessories collection features a new classic silk jacquard tie, along with three companion Italian–silk pocket squares. With an impeccable reputation as a frontrunner in exquisite, hand-crafted wardrobes for international leaders in business, professional sports, arts and entertainment, David August has dressed more than 5,000 dedicated patrons, including Kobe Bryant, Robert Downey Jr., Will Smith, Elon Musk, Clint Eastwood, Andrea Bocelli and more. Proceeds from this new collection will benefit Miracles for Kids, a 501(c)(3) nonprofit organization with the mission of improving the lives of critically-ill children and their families in need through financial assistance and other resources

“The reputation and influence of the David August brand will bring increased awareness to the work of Miracles for Kids,” said Autumn Strier, Co-Founder and CEO of Miracles for Kids. “We are sincerely humbled by this partnership which will provide additional support to families who are facing insurmountable obstacles on a daily basis and who need our help so much. David has been deeply involved with our organization for many years and has helped us to build and grow.”

David Heil, Founder of David August, said that he was drawn to the work of Miracles for Kids after he attended the organization’s annual Night of Miracles Gala and was impressed with the level of care provided to children and their families. He was so moved that he joined the organization’s board of directors in 2008. “The mission of Miracles for Kids speaks to me directly because I have seen the struggles and challenges faced by close friends and clients whose family members were battling life-threatening illnesses,” said Heil. “I know that with proper funding, research and treatment, many of these situations could have had a more positive outcome, and I want to be a part of the transformative change that Miracles for Kids is driving.”

The new David August ties and pocket squares benefitting Miracles for Kids are timeless accessories

that any gentleman can easily coordinate with his current wardrobe. The neckties are available in some of the most popular and versatile colors, including navy, green, grey, purple, pink and blue. They are crafted from 100% silk jacquard, and woven with a combination of matte and reflective threads to create the intricate pattern. The exposed inner lining of the tie prominently features the stamped logo of Miracles for Kids and an explicit, mature tagline of 'F#*K CANCER.' The 100% silk pocket square, treated with a similar irreverent take, is available in black, purple and navy; colors that impeccably coordinate with the accent colors of the ties.

“Our clients value our brand because they not only receive a luxury, one-of-a-kind product when they purchase from us, but they also receive a unique tailored experience that exceeds expectations,” said Heil. “These beautiful new ties and pocket squares designed specifically for Miracles for Kids will not only give our clients a stunning new option to accentuate their existing wardrobes, but will also demonstrate our sincere desire to improve the lives of children here in Southern California.”

Made at David August’s workshop in Italy, the products are available exclusively at <https://davidaugustinc.com/collections/miracles-for-kids-exclusive-collection> or through a private appointment with a David August clothier.

About Miracles for Kids: Miracles for Kids is a 501(c)(3) nonprofit serving children with life-threatening illnesses and the families that care for them. By operating programs that provide financial aid, basic needs and wellness to patients and their families, Miracles for Kids creates stability when families are crumbling from the financial and emotional devastation of fighting for their child's life. Founded in 2002, Miracles for Kids is based in Tustin, CA. For more information, please visit www.miraclesforkids.org

About David August: David August is a Southern California-based luxury, custom menswear brand, producing exquisite hand-crafted wardrobes for international leaders in business, professional sports, arts and entertainment. Each garment is meticulously made to the specific measurements of its wearer. This ‘fluid bespoke’ process accommodates all aspects of a gentleman’s lifestyle, physique and spirit to ensure the perfect fit. For more information, please visit www.davidaugustinc.com

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