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Groovy Goddess Shirts to Bow at MAGIC

New women's tops line **Groovy Goddess**, based in Los Altos, Calif., will bow Aug. 27-30 at the **MAGIC Marketplace** at the **Las Vegas Convention Center**.

The line features about a dozen styles of tees, tanks and long-sleeve shirts made from combed ring-spun cotton in a sweatshop-free environment, said founder Corinne Wayshak. Wholesale prices average \$16. Colors range from pastels to earth tones.

The shirts feature mythical figures with sayings such as "Even a goddess has a bad hair day" on the "Medusa" model and "It took

a goddess to think out of the box" for the "Pandora" style.

"It's looking at the feminist movement with a softer approach," said Wayshak, who has worked as an executive for a number of *Fortune* 1000 companies.



Corinne Wayshak

Wayshak will be looking for retail and wholesale clients in Las Vegas. She hopes to attract boutiques and yoga centers. The company is also producing plus sizes up to XXL as well as kids' sizes.

"We provide a line of statement clothing that supports and encourages the social and cultural evolution going on around us," she said.

Portions of proceeds are donated to women's nonprofit organizations. The company's booth will be located at CL19114 in the Casual Lifestyle section of MAGIC. For more information, visit www.groovygoddess.com.

—Robert McAllister



YOGA FRIENDLY: Groovy Goddess aims to capture a piece of the hot yoga market with its new line of shirts.