

Mrs. Nicole Akhtarzad Eshaghpour  
Who What Wear  
130 West 42nd Street  
New York, NY 10036

Dear Mrs. Akhtarzad Eshaghpour:

Your **Who What Wear** articles have brought light to aspiring fashion companies and inspired trends across the industry. The love you have for clothing shows through your dedication to covering classic pieces and neutral basics.

**Threadcast Co.**, a clothing brand consisting of climate-controlled basic garments that launched this past week, needs your attention and creative ways of promotion.

Our new technology allows consumers to change the temperature of their clothing from an app on their phone. The garments will include a wide range of sizes for both genders and consist of 10 items such as tank tops, short and long-sleeve shirts, gloves, leggings, long underwear, and pants.

The garments will be in neutral tones and ready to match any outerwear. The technology in the clothing is not visible to the public eye or uncomfortable for the consumer, so our clothes will only heighten the look.

While there are thermals for cold weather, clothing meant to keep consumers comfortable in warm weather does not exist. Our intention with this product is versatility; whether it gets too hot in the office or colder throughout the day, we want our consumers to be comfortable and prepared for anything. And as a NYC local, you understand the inconvenience of the weather varying throughout the day.

We ask that you consider writing an article about this ground-breaking technology that could greatly impact the fashion world. Here is a link to our news release:  
[https://docs.google.com/document/d/1GmEk6ANuYespC5INMktuECIiM8\\_zNx4IwHmswWyloLE/edit?usp=sharing](https://docs.google.com/document/d/1GmEk6ANuYespC5INMktuECIiM8_zNx4IwHmswWyloLE/edit?usp=sharing)

If you are interested and want to do a story, I would love to answer questions or provide any materials you'd like to see.

Sincerely,

Faith Wood  
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