



SINGER22.com Hires Men's Fashion Director

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East Hills, NY (Vocus/PRWEB) March 22, 2011 -- SINGER22.com has hired Jace Lipstein, the man behind the menswear blog [Grungy Gentleman](#) for the newly created role of Men's Fashion Director. In this newly created position Jace will become the voice of menswear for SINGER22.com. After recently launching menswear, SINGER22.com felt it was time to bring in additional talent to assist in further growing its men's business while it continues to push forward with its successful women's business.

Based in NYC, Jace Lipstein has quickly taken the men's fashion industry by storm. His unending passion for fashion and dynamic personality have quickly made him a fixture on the men's fashion scene, typically reserved for insiders. In Jace's own words regarding his blog, "The name of my website is definitely a play on words of how I dress. Grungy Gentleman erases the stereotype that all gentlemen have to be frumpy and grandpa-like. Grungy Gentleman injects a bit of youth and flair into your step; while still remaining sartorial."

Lipstein is ready to hit the ground running, and says "SINGER22.com has solidified and sustained themselves among the upper echelon of e-commerce websites for [womenswear](#). We will be maintaining that same excellence in the menswear arena. Menswear is in the best state the industry has seen in decades. The plethora of young talent is limitless; Band of Outsiders, Rag & Bone, Simon Spurr, Michael Bastian, Billy Reid, Riviera Club, GANT Rugger, Patrik Ervell, Robert Geller, and the list can go on. Men have become much more conscience of how they dress. If you think back to the 90's, men were wearing pants that were extremely baggy and the look was sloppy, as if they just rolled out of bed. And now, you have a 16 year-old asking for a slim-fit shirt."

SINGER22.com is excited about the [new addition](#), "We've been following Jace's blog and have great admiration for his following and taste level and really felt this was the perfect fit to further grow our men's business while allowing Jace an avenue to really bring his vision to the retail arena. We are excited about all the various collaborations Jace has been working on and look forward to getting them into our consumers' hands. If Jace can do what Alicia Singer, my wife and partner, has done for the women's side we will be hugely successful and I am confident he can do it" says Jon Singer, CEO of SINGER22.com.

SINGER22.com was launched as both a retail store and website simultaneously in 2003 by husband and wife team Alicia and Jon Singer. The site has quickly evolved into one of the Internet's most popular fashion destinations and is looked to by many seeking out new and up-and-coming brands. SINGER22.com has been known to launch many new brands and carries the latest in women's contemporary clothing, shoes and accessories. In October 2010 SINGER22.com, on the back of the successful women's business, launched menswear.

SINGER22.com has fast become the headquarters for the latest in fashion on [Long Island's North Shore](#). While the retail store's audience is Long Island and the greater NYC metropolitan area, the hugely successful website has global reach, bringing its clients the latest in fashion whether in Shanghai, Hong Kong, Sydney, Los



Angeles, Berlin, London, Paris, Dubai or elsewhere.

SINGER22.com has been quick to adapt to the rapidly changing retail environment and uses all avenues to keep in contact with its ever-growing fan-base. The company is adept at utilizing all the various means of social media be it with Twitter or Facebook as well as through it's recent launch of iphone, ipad and android apps. SINGER22.com currently collaborates with Arielle Noa, the woman behind the [Something Navy](#) fashion blog on in-house photo shoots and cross-linking of their respective content. The company diligently gets across its distinct fashion point of view through seasonal photo shoots, daily Facebook and Twitter posts as well as daily content on its own SINGER22 The Daily Post blog. SINGER22.com's celebrity clientele is impressive, and several that have teamed up to host parties and do appearances at the store include Nicky Hilton, Kristin Cavallari, Lindsay Lohan, Stephanie Pratt and E! News' Catt Sadler. Most recently Nicole Richie did a personal appearance to meet her fans and talk about her Winter Kate and House of Harlow 1960 collections.

SINGER22.com is excited about the continued rapid growth of the business and looks forward to soon announcing plans for an even bigger retail presence. For all of our latest updates follow us on our [singer22 facebook](#) page.

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