



**FOR IMMEDIATE RELEASE
JANUARY 1, 2015**

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SACRAMENTO FASHION TAKES THE CITY OF TREES TO NEW HEIGHTS

Cool Code Clothing is launched as the first signature fashion clothing line of the City of Sacramento

SACRAMENTO, CA – Today, Sacramento native, Rashaad Smith, has debuted his first line of clothing online called Cool Code Clothing, inspired by the signature style of the urban youth of Sacramento, California.

Sacramento unveils the website for its first signature clothing line, called Cool Code Clothing, designed by one of its own born-and-raised citizens, Rashaad Smith. Smith designed this line drawing from the unique, West Coast-inspired look of Sacramento's young adult crowds with the expectations to make its mark for future fashion trends.

"Cool Code Clothing is more than a clothing line. It's a brand that takes ideas above and beyond for the better of our generation in fashion," Rashaad Smith, Cool Code Clothing Head Designer and CEO

Rashaad Smith intends to use the development and success of Cool Code Clothing as a medium to teach the youth of Sacramento to break the barriers set for them by their home environments. Through the success of its first clothing line, the City of Sacramento's youth can be inspired to live out their dreams and set big goals for themselves.

"The mission of Cool Code is to serve as a reminder that one's childhood neighborhood is simply a location and not a mindset and inspire young adults,"
Mission of Cool Code Clothing

Cool Code Clothing also hopes to release its very own wardrobe collection drawing its inspiration from the influences of its surrounding community. Smith hopes to make Cool Code more than just a logo on a shirt. But a brand-style and lifestyle code people can live by.

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