



JUST IN TIME FOR SUMMER, QUIET LOGISTICS WELCOMES BED, BATH AND SWIM BRAND CLEVERLY LAUNDRY TO THE QUIET INCUBATOR

DEVENS, MA, JUNE 29, 2017—Quiet Logistics, the innovative fulfillment provider to apparel and lifestyle companies, is pleased to announce the addition of Cleverly Laundry to the Quiet Brand Incubator. Launched in early 2017, Cleverly Laundry offers bed, bath and swim essentials inspired by classic masculine icons, meant to complement a devilishly handsome lifestyle. Its products, available at cleverlylaundry.com, range from bath and pool towels to robes to pyjamas to bedding. All are designed for daily use and crafted with premium materials and processes for enduring comfort and ease of care.

Quiet's logistics partnership will enable Cleverly to scale up through allocated warehouse space and specialized attention, which are often unavailable to emerging brands. Having already assisted the brand with implementing a free U.S. shipping policy, Quiet will also help facilitate the launch of international shipping next month. Cleverly's participation in the Quiet Incubator program will alleviate common early stage problems such as achieving volume minimums required by outsourced solution providers, and enable the brand to focus on core competencies while Quiet handles fulfillment.

"Cleverly takes an innovative approach to offering stylish, essential items that round out a considered lifestyle," says Brian Lemerise, President of Quiet Logistics. "These products fit perfectly with those of our other menswear partners, and we are happy to provide essential fulfillment support on Cleverly's behalf to a demographic we know well and truly enjoy serving."

"We are so excited to be part of the Quiet Brand Incubator," says Roshana Lewis, who co-founded Cleverly Laundry with Amelia McPhee. "Thanks to our partnership with this established and forward-thinking logistics provider, we are able to offer exceptional customer experiences and fulfillment on par with our carefully crafted, high quality products."

For more information about the Quiet Brand Incubator program, contact Nick Saunders, Quiet Logistics' SVP of Sales and Marketing: nsaunders@quietlogistics.com.

About Quiet Logistics: Fashion-Forward Fulfillment

Quiet partners with premium fashion and lifestyle brands to deliver flagship fulfillment services, with proprietary software and best-in-class technology. Visit www.quietlogistics.com, join us on LinkedIn and Facebook, and follow on Twitter (@QuietLogistics) and Instagram (@QuietLogistics).

About Cleverly Laundry

Cleverly Laundry is inspired by the idea that the classic masculine icons of the past still had to have sheets, towels, robes and pyjamas to come home to after they'd been out adventuring, creating, fighting, loving or just drinking daiquiris for breakfast. In keeping with traditions of quality and craftsmanship, Cleverly Laundry products are made for everyday use with the finest materials and processes for distinctive quality, enduring comfort and ease of care. Visit CleverlyLaundry.com or find us on Instagram (@CleverlyLaundry).