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PRESS RELEASE

HERSCHEL SUPPLY CO - FALL 2013 CLASSIC COLLECTION

This Fall 2013, Herschel Supply brings you a collection born out of a yearning for the simple things, the meaningful moments and the spaces in between busy days.

This collection was designed with the adventurous weekender in mind and inspired by dreams of cruising down dirt roads, wandering through lush forests, floating in fishing boats and stealing away to cosy cabins.

To equip the traveler on their Fall journey, Herschel Supply introduces new materials, silhouettes and inspired prints, all designed with the season's unpredictable elements in mind.

The Classic Collection is available at FreshCotton, UNDSCVRD, Revert, WestSide and Baskets.

May your escape to the outdoors be truly great.

For more information on this new release and additional news on Herschel Supply Co please visit our website at www.herschelsupply.com or visit us on Facebook.

About Herschel Supply Co

In the early 1900's, Peter Alexander Cormack and his wife made the journey from Wick, Scotland and settled in the small town of Herschel, whose population today is counted at 30 residents.

Founded in 2009 by brothers Jamie and Lyndon Cormack, Herschel Supply Co. adopted the name of the small town where three generations of their family were raised. Herschel Supply Co. is based in Vancouver, Canada and manufactures the finest quality backpacks, bags, travel goods and accessories. Our goal is to create timeless product with a fine regard for detail.

Welcome to Herschel. Enjoy Your Stay.