



[Lost & Loveless](#)

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October 3rd, 2011 - Lost & Loveless is set to launch their brand new site and apparel line on Monday, October 10th. The California-based line made by music fans -- for music fans, started small and grew organically amongst concert-goers during the 2011 Vans Warped Tour. Fans can tweet @LostLoveless or "like" them on Facebook to get 20% off your first order!

[TAKE A SNEAK PEEK INSIDE THE NEW LINE HERE ON FACEBOOK](#)

From your first childhood teddy bear that stayed glued to your side, to the first band whose music made you feel a part of something- comfort is a feeling people seek their whole lives, and for many it's not easy to capture. Lost & Loveless and their bear, Tag, a rugged misunderstood weary traveler searching for love, want to remind you that security and love is all around you. Have you ever been "Lost & Loveless?"

Seeing their younger, assurance-seeking selves reflected in today's music loving youth, Lost & Loveless creators, Nick Martin (of the [band D.R.U.G.S](#) ), Daniel Rubin, Alex Lopez and Noah Russell, recognized the importance of providing a sense of community within the crowd. The

company's mascot, Tag, is embroidered on each piece of apparel in the collection, serving as a reminder that comfort and support is everywhere to those who wear it. No one is as lost and loveless as they feel.

The line has already made a splash in the music scene, being sported by musicians including Mike Fuentes (Pierce The Veil), Joel Piper (Confide), as well as members from Chiodos, We Came As Romans and Martin's fellow band mates in D.R.U.G.S.

The line will implement its call for action by providing an option to donate \$5 to a children's charity at checkout. Lost & Loveless will match every \$5 donation received, in an effort to do their share in providing children with a "Tag" of their own.

For more information, please check out [lostandloveless.com](http://lostandloveless.com)