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Tattoo Art and Breast-Cancer Research Inspire New Tops Lines

January 02, 2009

Funny how life imitates art.

“L.A. Ink,” the TLC network’s reality program about the going-ons inside a Los Angeles tattoo parlor, now has its own clothing line.

Ice It by Bebe Z Inc. has rolled out a line of **Swarovski**-embellished men’s and women’s T-shirts with “L.A. Ink” tattoo designs featuring skulls, daggers, crowns and hearts, wholesale priced from \$30 to \$55. Aside from tees, the line includes hoodies and Moroccan tops, priced to \$85.

The line follows up a collection of similar apparel centered around TLC’s “Miami Ink,” the predecessor of “L.A. Ink.” Both lines are licensed from **Discovery Communications**.

“We saw this as an extraordinary opportunity to expand to a wider distribution, including high-end boutiques and retailers,” said Julie Ann Robertson, vice president of marketing and licensing for **Discovery Commerce**, the licensing arm of Discovery Communications.

Bebe Ziegler, chief executive of Ice It in Brandon, Fla., is designing both collections as well as **Pinkitude**, a licensed clothing line inspired by MGM’s Pink Panther character and aimed at supporting the **Susan G. Komen for the Cure Foundation**, which benefits breast-cancer prevention and research.

Actress Emmy Rossum was recently named official spokesperson for the line, which includes tees, caps and bags wholesale priced from \$18 to \$60. A minimum of 5 percent of all proceeds are donated to the Komen Foundation. All products come in the color pink, which is also the color of the foundation’s ribbon symbols.

For more information, e-mail sales@iceitbybebez.com. —Robert McAllister



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