



## DESSY ACQUIRES AFTER SIX BRAND

NEW YORK, NY - March 28, 2011. The Dessy Group is pleased to announce that it has acquired the After Six trademark and all intellectual property formerly owned by After Six, LLC. The deal includes the After Six brand name, plus several other trademarks, licenses and patents held by the former tuxedo company. The physical assets of the operating company were recently liquidated by Wells Fargo bank.

Dessy Group has been a licensee of the [After Six](#) brand for over 15 years, and is known for its [successful bridesmaid dress collection](#) designed by Vivian Dessy Diamond.

Sales of the After Six dress collection have increased year over year despite ups and downs on the tuxedo side. With strong sales projected, the After Six collection will continue, and Dessy plans to expand the brand and restore the luster of a great name with a rich history.

After Six began in 1903 as a suit and overcoat business founded by Samuel Rudofker, an immigrant from Ukraine who cut coats in his row house in Philadelphia.

The Rudofker family pioneered the tuxedo for the masses, a fashionable yet sturdy garment tailored for rental houses. The After Six tux could stand up to school dances and weddings and subsequent cleanings, and spawned the formalwear rental industry.

At its peak, the company reached annual sales over 100 million. As well, the company filed for bankruptcy more than once during its 108 years. Through all of the changes, the name has endured as the defining brand for the tuxedo industry.

Under its new ownership of the brand, Dessy will explore all possibilities to bring exciting new After Six products and offerings to market. As a first step, Dessy is offering the popular Aries vest and accessory program, at wholesale, on a cut-to-order basis for formalwear specialists. The After Six brand will also become part of Dessy's existing [tuxedo accessories](#) collection, available at wholesale to stores and also sold at retail online at Dessy.com.

"Dessy Group looks beyond conventional ways of developing and marketing product for the wedding industry. We pride ourselves on creating consumer demand for our products and ensuring profit for our retail partners," said Alan Dessy, CEO of The Dessy Group.

### About The Dessy Group

The Dessy Group is a leading manufacturer of bridesmaid dresses, social occasion dresses, flower girl dresses and destination wedding gowns under the labels Dessy Collection, After Six, Alfred Sung, Lela Rose Bridesmaid and Sandals Destination Wedding Dresses. Founded in 1939 by Margot Rosenthal, A & M Rosenthal, now The Dessy Group, got its start designing bridal veils and attendants' headpieces. In the 1950s, Margot's daughter Ronnie and her husband Andrew took over the business and added bridesmaid dresses to the Dessy line. Today, the business continues to thrive under the leadership of Alan Dessy and design direction of Vivian Dessy Diamond. [www.dessy.com](http://www.dessy.com).

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