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### **CRAZY SHIRTS CRUISES INTO KAILUA WITH NEW LAU HALA SHOPS STORE**

HONOLULU (June 17, 2019) – Crazy Shirts fans have another location to go crazy over their favorite tees. The Hawaii-based company recently opened its newest Hawaii location in Kailua at Lau Hala Shops, the redeveloped retail complex in the heart of Kailua town that features an appealing mix of community-focused restaurants, retailers and services. Crazy Shirts will celebrate its official grand opening on Wednesday, June 19, 2019, from 3:00 p.m. to 5:00 p.m.

The new 1,300 square-foot store retail outlet features rich woods and warm LED lighting contrast with sleek lines, polished concrete floors and opening ceilings. The design artfully blends Crazy Shirts 55-year heritage with contemporary elements to create a classic, yet modern space reflective of Kailua town. Crazy Shirts will also increase the presence of Pura Vida® in the store by offering the largest in-store assortment of its bracelets, jewelry, and accessories. This is company's first new Hawaii location since opening at the Shops of Kukuli'ula in 2015.

“From its love for ocean and outdoor activities to its eclectic mix of restaurants and boutiques, Kailua embodies the Crazy Shirts lifestyle and we're excited to be a part the community,” said Scott Maroney, president of Crazy Shirts. “We're especially honored to have a Kailua keiki's design featured just in time for the opening of our new store. Showcasing our local talent has always been a tenet of our brand and there's no way better way for us to celebrate this young man's talent in his hometown.”

A student at Ka'ohao School, 11-year-old Kaleo's latest work of art, “Pill Box Trail,” was created after his art teacher challenged her students to draw the beaches and mountains surrounding Kailua and Lanikai using scratch art, a technique where artists carve lines and images on paper covered with a layer of tempera paint. Inspired by his love of hiking the

Lanaikai Pillbox trail, Kaleo drew the beautiful view of Lanikai and Waimanalo beaches the path affords.

Crazy Shirts will have the opportunity to meet Kaleo as the special grand opening event on Wednesday, June 19, 2019, from 3:00 p.m. to 5:00 p.m. The first 50 customers will receive a free Pura Vida wave ring, and all customers will receive commemorative items with their purchase and enter for the chance to win a Crazy Shirts/Pura Vida gift basket valued at \$350.

The Crazy Shirts Lau Hala Shops store is located at 573 Kailua Road and is open Monday through Saturday from 10:00 a.m. to 9:00 p.m. and Sundays from 10:00 a.m. to 6:00 p.m.

#### About Crazy Shirts

Founded in 1964, Crazy Shirts is among the first companies in Hawaii to design, manufacture and sell the “T-shirt” as we know it today. Housing the largest printing facility in Hawaii, on the Island of Oahu, and employing over 300 employees, the company operates retail stores on all major Hawaiian Islands, as well as stores in California, Colorado, Nevada, and Florida. For more information about Crazy Shirts, call 800-771-2720 or visit [www.crazyshirts.com](http://www.crazyshirts.com).

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**Editor’s Note:** High-res images are available for [download](#).