

## **Starologie Announces the Most Unique Customized Apparel Line in the Universe**

NEW CASTLE, Pa., June 9 /PRNewswire/ -- Starologie, a specialty apparel company, is pleased to announce the launch of its Star Story Tee line. Featuring a customized snapshot of the stars that were in the sky at a special time in your life, birthdays, anniversaries, engagements etc, each Star Story Tee is created by hand with Swarovski Crystal. Starologie founder Ryan Mitchell stated, "We are able to replicate the star patterns for virtually any date, past or future."

"When wearing the shirt I am constantly approached by people wanting to know what is it, and where can I get one," says Michele Conti, co-founder and director of business development for Starologie. "When I tell them this is a snapshot of the stars over New Castle, PA on July 22nd 1961; the day I was born." Conti stated she gets the same response every time, wide eyed amazement and a question: "where can I get one?"

Starologie began in the summer of 2007 when Ryan Mitchell, the company Founder and President, was searching for the perfect gift for his girlfriend Melissa. Unable to find a one-of-a-kind gift that was both meaningful and luxurious, Mitchell created the first Star Story Tee. "When I saw the emotional reaction that she (Melissa) had to reading the card and seeing the shirt for the first time, I knew that this was a great idea. Every reaction that we've had to the shirts since just confirms that initial feeling."

For more information on Starologie and its products, visit the website <http://www.starologie.com>. Each shirt comes packaged with a personalized card and a beautiful custom Euro-Tote bag, making it the perfect gift.

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