



## Who and What Is MissWit

MissWit.net is a collaboration of time and space, years of finely tuned humor, designers, wit makers, doers and dreamers.

MissWit.net is a platform for serious wit, serious fun and serious experimentation. We are here to design ORIGINAL works and CUSTOM MADE shirts be it a small business, birthday party, retirement, gag gift or... whatever!

MissWit is a whimsical, satirical, fashionable tee shirt line with a fun and funny website created by Deborah Goldstein a Brooklyn, New York resident, who recently received her graduate degree in social work and community organizing from Hunter College School of Social Work. For almost three years amidst her studies, she modestly combined both passions. Somewhat effortlessly, her t-shirts - ranging from the sublime joke to the delicate etchings of artists - manage to flicker a pulse with fashion hounds as well as sparking internet chatter and praise. She first hit the zeitgeist with the simply stated t-shirt "And I want to thank Harvey Weinstein," in March 2003. She made 5 shirts for friends, as a joke, but displayed for just one day in a Brooklyn boutique a reporter from *The New York Observer*, observed it. The shirt was subsequently featured on *E! News Live*, *The New York Post* and *CNBC*. Some wit, a good name and a domain.

A "star" was born. But fame is fleeting. The wave of press and sales led Deborah to develop a slew of t-shirts and hit the pavement full speed ahead. The goal? Creativity, sassy humor, organic style, personalized design and keeping it real -- real people are behind the work. Deborah also developed a fun and entertaining web site ([www.misswit.net](http://www.misswit.net)) where **MissWit** is free to roar - and the visitor is safe to roam and learn the origins and tales behind every shirt.

Today, Deborah stands in the shadow of her alter ego the pop culture fashionista - MissWit. MissWit recently took the fashion, blog and entertainment industry by storm, with her "Cruisazy," tee, touted as *People Magazine's* "T-shirt of the Week," (July 11, 2005 issue). Comfortable cotton American Made tees are available at [www.misswit.net](http://www.misswit.net), [chosencoutre.com](http://chosencoutre.com) and various favorite kitsch boutiques in New York City and various cities around the country. Following a sighting of Tatum O'Neal buying the shirt in the East Village, *New York Magazine* claimed it the week's hottest fashion item, (July 25 issue). *The New York Post's* Page Six column declared the word a neologism.

The daily hit is Deborah's (aka MissWit) best seller, cross-generational, cross-political favorites "Jon Stewart For President 2004," and "Stewart/Colbert '08," featured on *Wonkette.com* and many googleable political sites. *Star Magazine* (Oct. 28, 2005) and *Metro New York* (Nov. 4, 2005) claimed the new "Jon Stewart For President 2008," shirt **IN** and a "must buy."

Clients include: DancenowNYC, The NYC Lesbian, Gay, Bisexual and Transgender Community Center, Yoga of Sausalito, Develop Don't Destroy Brooklyn, We Do The LegWork Travel, Hannah's Bat Mitzvah, Grandpa's 95<sup>th</sup> and more.....

Deborah, MissWit and the shirts have been featured in *Newsday*, *The NY Post's* Page Six, *New York Magazine*, *People Magazine*, *Star Magazine*, *Metro NY*, *The NY Sun*, *The Observer*, *Penthouse*, *Wonkette.com*, *PerezHilton.com*, *San Diego Jewish Journal* and numerous political, entertainment and fashion blogs.