

Livnfresh Launches New Michigan Rocks Petoskey Clothing

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Livnfresh a company started out of Gaylord Michigan, has been on a roll lately. As a rolling stone gathers no moss, Livnfresh's owners are rarely in one place.

Cari Samalik and her husband Dave, run their printing facility with their whole staff up in Gaylord, and have a storefront in downtown Traverse City. Add to the fact that they attend just about every festival that Michigan has during the summertime and it's easy to see why these rolling stones have gathered no moss.

Livnfresh's new Michigan Rocks Petoskey Stone Twist Neck Funnel is already close to selling out it's first run of production. This design is a tilt of the hat to the Northern Michigan area that birthed Livnfresh.

According to Wikipedia a Petoskey stone is, "a rock and a fossil, often pebble-shaped, that is composed of a fossilized rugose coral, Hexagonaria percarinata. Such stones were formed as a result of glaciation, in which sheets of ice plucked stones from the bedrock, grinding off their rough edges and depositing them in the northwestern (and some in the northeastern) portion of Michigan's lower peninsula. In those same areas of Michigan, complete fossilized coral colony heads can be found in the source rocks for the Petoskey stones."

Cari Samalik, owner of Livnfresh had this to say about the design, "We love the fact that Petoskey stones are native to Michigan. And we truly believe that Michigan does in fact rock. This shirt is a nod to the actual rocks and the fact that Michigan is indeed an awesome place to live in or visit."

Many of their designs sell out within 2 weeks of release, partly due to their amazing designs and partly due to their incredible reach and social media presence. Livnfresh has amassed well over 100,000 fans on Facebook.

The company, like many tech-savvy e-commerce companies, attributes a lot of their success to hard work and staying up to date with what consumers want, and where to gain new customers.

Sometimes that customer is searching on Google, other times it's Amazon, Facebook or Instagram. So smart companies like Livnfresh take all those into account.

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Livnfresh

Livnfresh- we design fun and comfortable clothing to help you look and feel your best. We make the best state pride apparel around. Make memories, not clothing adjustments.

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