



*MissWit Designs*  
*Industrial, Light and Tragic*  
 Press Contact and Samples: Deborah Goldstein  
 (917) 754-4216  
[Deb@misswit.net](mailto:Deb@misswit.net) Shop at [www.misswit.net](http://www.misswit.net)

## MissWit Designs The Tipping Point and Pop Cultural Zeitgeist of The Tee Shirt World

“Wearable Wit”  
*The New York Sun*

“Known in cool fashion circles in Brooklyn, as MissWit”  
*Newsday*

**Brooklyn, NY:** Self made t-shirt designer Deb Goldstein, stands in the shadow of her alter ego the pop culture fashionista – MissWit. Comfortable cotton, American made, Brooklyn printed tees are available and sold internationally at [www.misswit.net](http://www.misswit.net), [www.chosencouture.com](http://www.chosencouture.com) and various hip passionate boutiques.

MissWit is a whimsical, satirical, fashionable tee shirt line with a fun and funny website created by Deb 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, and a star was born. The shirt was subsequently featured on *E! News Live*, *The New York Post* and *CNBC*.



The daily hit is best seller, cross-generational, cross-political favorites *Jon Stewart For President 2004/08*, 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.**” MissWit 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). 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. That is correct, “Cruisazy” has entered the vernacular all over the internet from Japan to California, from New York to Brazil.

MissWit’s 80’s Lyric Line, was featured in *Newsday*, *Monterey Herald* and *South Coast Today* (Oct. 2005), sporting thirty second drops of lyrics from some of our most favorite 80’s songs, “Turn Around Bright Eyes,” and “Just a Small Town Girl Living in a Lonely World,” to name a few. Stay tuned for your favorite decade.



A new collection *Dotsie&MissWit* features Japanese watercolor artwork created by Deb’s mother who passed away in 2004. Proceeds from the sale of this collection will be donated to the *National Scoliosis Foundation*.

With t-shirts being the "new black" in today's fashion scene, one bright spot stands out among the rest – the always humorous, always timely pop culture statements of MissWit.

To view the whole line of MissWit tees including the classic hit seller “It Ain’t Easy Being Pretty and it Ain’t Pretty Being Easy,” visit [www.misswit.net](http://www.misswit.net)



*Industrial, Light and Tragic!*

## Who Is The Little Miss?

MissWit is tragic, sinful, cynical, sarcastic FUN. MissWit does not care about your rules, your design paradigms, the stuff just comes out of her. - Do you know her? - Correct her. Just try. She might listen, maybe she won't care. She just won't care!! MissWit knows what she does not know!

Oh, but don't be fooled, of COURSE MissWit CARES! --- She is a sensitive little mizz -- a contradiction as the day is long. She loves Neil Diamond and classic rock, hippity hop and be bop with equality -- like a mother loves all of her children. She adores old photos, true true brunch with a pasta and eggs on the same plate, and is a big fan of chips with lunch! What MissWit remembers, is nothing compared to what she forgets! She can wound with her eyes and ruin your faith with her casual lies, no, wait, that is someone else. She sings in the shower, with no voice to speak of, she rides the subway, uptown, downtown, all around the park, and throws dollars to street performers.

MissWit is an HONEST ENGINE, she is HOMEGROWN, HOMEMADE, PIG HEADED and HUMBLED PIE. Sure, MissWit gets down, that is why she needs you, MissWit needs you!!! Calling all yous! But rest assured -- MissWit will be there for you, if you just let her dare!