

Label ONE, Proving We are All ONE

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/EINPresswire.com/ -- We live in a modern society which holds a constantly changing set of values and beliefs. It is easier than it has ever been to make our voices heard in regard to issues which affect all of us. Now more than ever many people have chosen to challenge old and outdated ways of looking at the world. It takes wisdom to look at the status quo and recognize flaws in the ways people think. One real example of a long-held societal flaw is the discrimination and harassment aimed at the homosexual and transgender communities. It takes courage to stand up and make a statement by telling truths which people have a hard time accepting. Two creative sisters Angela & Lisa Wiggins used both their wisdom and courage in order to form the clothing company Label ONE. This brand has



one simple message. We are all equal and [we are all one](#).

Angela Wiggins is a 27 year old single dedicated mother of one who is determined to seek ways of providing financial stability for her son. Lisa Wiggins, who is also known as Leah Williams, is a 20 year old student. Leah is an ambitious and driven academic who is determined to build her future starting with the successful growth of Label ONE. Both sisters brainstormed multiple ideas on targeting how best to meet their own personal goals while also helping the lives of others. While doing so they became intrigued by the relentlessness of the homosexual community in gaining acceptance. This group has been constantly striving for equal treatment and equal respect. In some cases people have had to fight to earn that respect from their own friends and family. Inspired by this struggle, the Wiggins sisters went to work in order to help support this community. Together they seek to make Label ONE a positive influence on society. The direct impact of the brand is focused on teaching others the importance of accepting diversity. Spreading this message of equality will help make a positive difference in our lives by removing an innate shared ignorance biased against homosexuality. Anyone who chooses to wear the Label ONE brand is an important part of this societal advancement.

Label ONE is an apparel company which is dedicated to [turning their vision into a reality](#). They have a uniquely designed logo which showcases their core beliefs. The logo is an impactful symbol whether you are a man, woman, straight, gay, lesbian or transgender. Label ONE also has its own Facebook page. Currently Label ONE is working on building an abundance of completely brand new

styles. All of these different fashionable looks will empower the brand thus enabling it to further spread its message of diversity ever farther. New product lines are being conceptualized for jackets, jumpsuits, pants, shirts, sweaters, socks, wallets and accessories. These products will give customers a large range of choices to meet their shopping needs. This will continue to establish Label ONE and allow them to expand beyond hand to hand sales and Internet marketing. The eventual goal of this business is to maintain brand recognition with a global audience. The driving force behind developing the Label ONE brand name will be the creation of a chain of quality clothing stores in the near future. Label ONE is synonymous with unity and this brand growth is more than a just a quality clothing line, it is a movement.



The message enveloped in all Label ONE products is clear. We should all be seen as equals and there is no logical argument against that simple fact. In order to promote the brand, its growth and this message of love and acceptance there is a [Kickstarter crowdfunding campaign](#) taking place until April 6th. This campaign has several rewards which all revolve around giving customers a chance to get their own quality Label ONE branded clothing. For a crowdfunding donation of 40 dollars funders will receive a snapback cap. A 100 dollar donation comes with an extremely fashionable Label ONE branded tee shirt. In order to get a feel for the Label ONE clothing line there are many pictures of the apparel presently available on their Kickstarter webpage.

About:

Sisters Angela and Lisa Wiggins have jointly created apparel company Label ONE. This brand is determined to support the gay, lesbian and transgender communities and believes in equality for all. There is a current Kickstarter campaign in place in order to support the growth of Label ONE.

Angela & Lisa Wiggins

Label ONE

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