

BrandlandUSA™

The branding news site for legacy brands. News and history on America's greatest brand names.

Haspel Suits Mark 100 Years

January 13th, 2009

BATON ROUGE - Haspel is one of those great American brands, best known for inventing the seersucker suit. It was founded in 1909, which means that this year is the centennial.

Happy 100 years, you great looking suit! It is so true. So true. Southern men feel better in a Haspel seersucker suit.

The company was sold out of the family in 1977, but repurchased in 1994. And today, it is attempting to redefine itself, run by President Laurie Haspel Aronson, great-granddaughter of the founder. Interesting, we just wrote about the original family repurchasing Anderson-Little.



Local press reports have the company partnering with Neema Clothing Ltd. and **Graj + Gustavsen**, a New York branding firm.

See www.haspel.com