

Sustainable Clothing Brand tasc Experiences Exponential Growth During Covid, Appoints Lopez As New VP To Scale

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New Orleans, Apr 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - **tasc**, a sustainable clothing brand with roots in eco-friendly activewear has tapped Blake Lopez as its new Vice President of Marketing for the brand. The company is a brand to watch in 2020. While COVID has increased worry among major national online retailers experiencing a decline in sales, this is not the case for **tasc**. Despite COVID pandemic

constraints, the company has grown revenue online over 107% YOY through the beginning of Q2 while continuing investments in its second retail location in Houston. Lopez will be responsible for tasc's nationwide expansion, brand strategy, e-commerce growth, and developing and executing consumer marketing programs.

Prior to **tasc**, Lopez held various marketing executive leadership roles at large global and nationally direct to consumer lifestyle brands in fashion, entertainment, and travel from leading integrated marketing at Viacom to working with big clients like CAA, Bang & Olufsen, and Nike under his own agency umbrella of Brandhaus. A Tulane Alum, Lopez is excited to return to New Orleans after being in Los Angeles that past 6 years to join a growing brand that is leading the sustainable apparel industry. Lopez says, "I've always been passionate about brands that are driving social change. Our world is evolving. People have become increasingly more aware of their overall wellness and mental health stemming from the organic movement within health foods, beauty, and fitness to growing concerns over our environmental footprints impacting climate change as millennial influence increases through their adulthood."

Lopez believes that if consumers continue to support fast fashion companies at the current rate it will accelerate climate change further. Lopez aims to scale the brand through building a consumer base that is dedicated to making smarter choices and ultimately committing themselves to more sustainable practices in everyday life, including choosing what they wear every day. His vision for the brand is to make sustainable clothing accessible to everyone, not just the rich.

Lopez says, "The fashion industry leaves a significant impact on our environment. Most activewear brands rely on plastics and harsh chemical finishes to develop performance-driven clothing. tasc is leading the conversation to help consumers make smarter, more fashion "conscious" decisions in choosing what they wear. tasc uses sustainable best practices to develop innovative, performance-driven bamboo + organic cotton-based fabrics that perform naturally. Caring about what we wear and how it impacts our environment should be just as important as choosing solar power, buying an electric car, or selecting organic food. That's something I'm excited about. What's equally attractive is that it's happening in New Orleans. New Orleans is the epitome of "southern comfort". A city that is rich in a culture known for history, tradition, and strong community. A city that relies on nature to define its borders and support its people. Bound by the Mississippi River and Lake Pontchartrain, we understand the importance of protecting and respecting our environment to honor the city we call home. That's truly unique."

Todd Andrews, CEO and President added, "My family and I are honored that Blake has chosen **tasc** as his next brand adventure, and we are pleased that he is able to move back home. Blake brings the right, high-level, energy, technical knowledge, brand experience, and leadership that our company requires to truly matter. We chose Blake for his passion to bring awareness."

Lopez said his view of **tasc** is that it is a brand that makes products that help people stay comfortable so they can enjoy being on the go. It's clothes that feel good and do good. Additionally, it's a brand that educates people on making smarter, more sustainable choices in all aspects of their life. The exec added that he is looking forward to getting the brand's message out there to the masses, and creating a movement with our consumers that will ultimately force the industry as a whole to make better decisions for our environment.

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