

# Better Living

Mon. 07.19.10



B-Skinz owners Stacy Sorrentino and Carolyn Sammarro of Mountain Lakes.

CHRIS PEDOTA/STAFF PHOTOGRAPHER

## 2 Jersey moms create patterns for success

By ALFA GARCIA  
STAFF WRITER

Who says athletes can't embrace fashion? B-Skinz, a Mountain Lakes-based company that specializes in colorful, patterned spandex compression-wear, is betting that they can. In response to the abundance of plain athletic apparel – often available in black, gray, white and navy – founders Carolyn Sammarro and Stacy Sorrentino of Mountain Lakes sought to give sports a style-savvy boost.

"We have over 75 patterns ... and we're always introducing new patterns," says Sammarro. "At least twice a month you'll find new patterns on our website."

B-Skinz products, which mainly target women and girls ages 10-25, are customizable and available in compression fabric as shorts, ankle-length leggings, capris, headbands, sports bras, skirts, skorts and more. Besides patterned prints they also come in solid colors.

"Most of the time people come back to us and ask, 'What's new?' says Sorrentino, who adds that they have become familiar with the market for athletic wear since starting B-Skinz three years ago. "We've gotten better at knowing which patterns girls are going to love."

Sorrentino and Sammarro, two longtime friends and former state at-home moms who say they "are

See **B-SKINZ** Page F

### COVER STORY

## B-Skinz: Customizable gear

From Page F-1

ways knew they'd end up in business together," saw the opportunity for B-Skinz during an earlier business venture they took on, printing logo wear for sports teams. They were approached by girls from a local field hockey team who were looking for hot pink compression shorts.

"I said, 'Who's going to have hot pink compression shorts? You're lucky if you find navy,'" says Sammarro. "So I said to [Sorrentino], 'Guess what? We are going into the spandex business.' If these girls at Mountain Lakes want it, there are other people that are going to want it as well."

Along with an array of funky prints and designs, Sammarro and Sorrentino also gave B-Skinz a mission statement, summarized in the brand's tagline: B-Active, B-You.

"We're trying to empower

young girls to feel good about themselves and express their own personal style. It doesn't matter whether you're an extra small or a large," says Sammarro. "Every girl should get out there and be active and feel good about themselves."

Despite a marketing lean toward younger girls, B-Skinz also offers products for men, boys and older women. Sammarro and Sorrentino have seen an interest among runners, yoga enthusiasts, style-seekers and even Martha Stewart, who Sammarro says requested a variety of patterns for her daily workout. In another instance, Sammarro says the men's crew team at The College of William and Mary ordered matching lightning-patterned B-Skinz shorts.

"What makes us different is that we are totally dedicated to the custom niche," says Sammarro, who

adds that B-Skinz can turn custom orders around in two weeks. "You can have as much fun as you want to dream up."

B-Skinz is geared toward individuals and teams and can have any order customized, providing the option of screening logos onto spandex pieces.

Meanwhile, the company's ready-made products are growing, rooted in Sorrentino and Sammarro's informal, ongoing brainstorm sessions. Just days after debuting a line of boys and men's spandex shorts, the duo began to consider expanding the B-Skinz line to trapeze-wear.

"We're always thinking about what we can do next," says Sorrentino.

At the moment, B-Skinz products have found distribution in local stores while orders have gone out to other parts of the U.S., some shipped as far as Alaska.

Encouraged by the added ap-

### In stores

- Lacrosse Unlimited, 24-26 South Park St., Montclair, 973-744-6461; 206 E. Ridgewood Ave., Ridgewood, 201-670-3515; lacrosseunlimited.com.
- Eski's Sports, 183 E. Main St., Ramsey, 201-236-9922; eskissports.com.
- Online at [bskinz.com](http://bskinz.com), [facebook.com/BSkinz.Spandex](http://facebook.com/BSkinz.Spandex) and [twitter.com/bskinz](http://twitter.com/bskinz).

peal of a friendly price tag – items range from \$4 for headbands to \$35 for skorts – the ladies have optimistic hopes for their home-grown business.

"We are trying to become the generic in patterned compression-wear," says Sammarro. "We don't want people to say, 'I'd really like to buy some patterned compression-wear.' We want them to say, 'I want some B-Skinz.'"

E-mail: [garciaa@northjersey.com](mailto:garciaa@northjersey.com)