

**GLOVELY**

**LAUNCH PRESS RELEASE**

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## **GLOVELY, AN INNOVATIVE APPROACH TO REMOVE LINT, PROMISES BOTH FUNCTIONALITY AND DESIGN**

Glovely is a glove company that aims to keep your life clean and pristine. Glovely was crafted with love in mind, from its sustainable fabric content to ultra-plush, washable material.

**Long Beach, CA, 2/1/21** - Cleanliness should always be a priority, but this notion is especially prevalent given our current health climate. Whether it's sneeze-inducing dust or cumbersome lint on your favorite clothes, Glovely is here to help you prioritize cleanliness wherever you are.

Steven Salazar, newfound CEO of Glovely, will be taking over the company with the principle that maintaining cleanliness, whether that is in the home or in public, should be accessible to all. His vision for Glovely aligns with the notion that, "Convenience should not be a luxury afforded to a select few." He believes ditching the bulky lint rollers that are sourced with wasteful plastic and paper for something more sustainable and portable is revolutionary.

Although Glovely's focus is to reduce lint, its competitive advantage comes from its all-in-one feature. Thanks to its reversible microfiber material that doubles as a fashion accessory, customers are able to stay sophisticated all while keeping dust at bay. With a steady stream of eager investors, Glovely's current main objective is to constantly improve on their current model to differentiate themselves from competitors.

Steven Salazar claims, "Glovely is not just a product. It's reassurance. It's safety. It's clean. Love, to me, is a feeling of safety and comfort. Love should not be messy. I believe it should be clean, pure, and intentional. That is what I want Glovely to embody."

Glovely is a glove brand that originated in Long Beach. Now in its third year of business, the sustainable company will transfer executive decisions to Steven Salazar and his business partners, Jinny Uh, Melanie Tran, and Jose Godinez. Glovely's mission is to spread the message of love through the power of cleanliness.