



ECC Life & Style (Boston & New York) today announced the launch of a new level of customization.

The company, which has been featured in local, national and international press, is now offering an Industry First-Ever option in the customization of jackets, including sports coats, suit jackets, blazers, etc.

([PRWEB](#)) November 19, 2009 -- Taking the idea of putting a personalized photo on mugs, hats, calendars, mouse pads - two steps further, ECC will replace the lining of a customer's jacket with an one-of-a-kind, custom-made, ECC PhotoLining featuring a photo that a customer uploads online (child, spouse, significant other, pets, or even a special place captured in a digital photo, or scanned). "It's like a well hidden tattoo, but without the pain," says Jeff Lahens , Chief Designer of ECC.

"ECC believes that photographs have a unique and magical quality to bridge the past, present, and future. Just think about the powerful emotions that photos can evoke. From a close-up photo of a newborn baby's tiny feet to a historic landmark; a heritage photo of a family reunion; snapshots of a busy family's daily activities to the last known photo of a lost loved one; a special vacation or honeymoon photo to a picture of a favorite pet, photos are the link to all sorts of emotions and memories," says Shawn Harris, CEO of ECC.

The steps are straight forward. An individual uploads a photo on <http://www.photolining.com>, mails ECC the coat that will have the new lining installed, and ECC mails the "new" coat back with the new high-quality ECC PhotoLining stitched in - it's that simple!! The entire process will only cost \$299, and takes 3 to 4 weeks. "We are excited about being able to offer this industry first product in time for the holiday season, as it will make a great gift," says Shawn Harris, CEO of ECC.

Learn more about this exciting new product offering, The ECC PhotoLining, by visiting <http://www.photolining.com>, or by calling 617-449-3616.

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**Contact Information****ECC MEDIA RELATIONS**

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