



FOR IMMEDIATE RELEASE

Wiseacre Rentals Acquires The Wear and Now, Expanding its Reach in the Film and TV Industry

Toronto, ON – October 10, 2024 – Wiseacre Rentals, a leading full service rental house in the film and television industry, is proud to announce its acquisition of The Wear and Now's entire uniform, wardrobe and accessories collection. This strategic acquisition will strengthen Wiseacre Rentals' service offerings and expand its footprint in the entertainment industry.

With close to a decade of experience, Wiseacre Rentals has built a reputation as a trusted partner for filmmakers, providing everything from Props & Sets, Costumes, Greens, Backdrops and Production Supplies. The addition of The Wear and Now Uniform collection allows Wiseacre to offer a comprehensive solution for productions, inclusive of enhanced wardrobe rentals alongside its existing Sets & Prop offerings.

The Wear and Now is known for its extensive collection of uniforms, costumes, and specialty wardrobe items, catering to productions of all sizes. From military and first responders pieces to clerical robes etc, The Wear and Now's inventory has been an essential resource for Costume Designers and production teams looking for authentic, high-quality apparel for on-screen talent.

"We are thrilled to incorporate The Wear and Now's uniforms into the Wiseacre Rentals offerings", said Peter Miskimmin, GM of Wiseacre Rentals. "This acquisition will allow us to better serve our clients by offering an even broader range of wardrobe offerings, while maintaining the same high standards of quality and professionalism we are known for. As productions grow more complex, the ability to provide end-to-end solutions will be a game-changer for our clients."

The integration of The Wear and Now's inventory into Wiseacre Rentals has already begun, with no disruption in services to existing clients.

For more information, please contact:

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About Wiseacre Rentals Inc.

Wiseacre Rentals was founded in 2016. The genesis of the company was to keep a concentrated selection of assets in circulation – props, set dressing, costumes, greens, backdrops & production support equipment – conveniently located at Cinespace Studios, at 55 Jutland Road in Etobicoke. At Wiseacre we take pride in curating our collection, and our dedicated staff work tirelessly with our clients to help realize their vision. Production can be a wasteful process, and at Wiseacre Rentals we try to up-cycle as much as possible – turning one show's trash into another's treasure!

About The Wear and Now Inc.

Located in Toronto Canada, The Wear and Now Inc began renting uniforms in 2006. They carry a variety of uniforms across and number of categories, including hospitality, restaurant industry, medical, maids, pilots, religious robes and scarves, military, first responders (EMS, EMT, Paramedic, Police, FBI, NYPD) construction workers, delivery workers, hazmat, kendo, body armour, school uniforms, cheerleaders, fencing and so much more.

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