

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Notice of Effectiveness

Effectiveness Date: July 24, 2009 10:00 A.M.

Form: S-4

CIK: [0000075288](#)

Company Name: OXFORD INDUSTRIES INC

File Number: [333-160558](#)

CIK: [0001467702](#)

Company Name: Ben Sherman Clothing, Inc.

File Number: [333-160558-14](#)

CIK: [0001299779](#)

Company Name: Lionshead Clothing CO

File Number: [333-160558-13](#)

CIK: [0001299777](#)

Company Name: Oxford Caribbean, Inc.

File Number: [333-160558-12](#)

CIK: [0001299776](#)

Company Name: Oxford Garment, Inc.

File Number: [333-160558-11](#)

CIK: [0001299774](#)

Company Name: Oxford International, Inc.

File Number: [333-160558-10](#)

CIK: [0001467703](#)

Company Name: Oxford Lockbox, Inc.

File Number: [333-160558-09](#)

CIK: [0001299770](#)

Company Name: Oxford of South Carolina, Inc.

File Number: [333-160558-08](#)

CIK: [0001299771](#)

Company Name: Piedmont Apparel CORP

File Number: [333-160558-07](#)

CIK: [0001467701](#)

Company Name: SFI of Oxford Acquisition Corp

File Number: [333-160558-06](#)

CIK: [0001467707](#)

Company Name: Tommy Bahama Beverages, LLC

File Number: [333-160558-05](#)

CIK: [0001467704](#)

Company Name: Tommy Bahama Group, Inc.

File Number: [333-160558-04](#)

CIK: [0001299737](#)

Company Name: Tommy Bahama R&R Holdings, Inc.

File Number: [333-160558-03](#)

CIK: [0001467705](#)

Company Name: Tommy Bahama Texas Beverages, LLC

File Number: [333-160558-02](#)

CIK: [0001467706](#)

Company Name: Viewpoint Marketing, Inc.

File Number:

[333-160558-01](#)