

J BRAND

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J BRAND INTRODUCES BLUE LABEL IN RESPONSE TO CONSUMERS WHO WANT PREMIUM DENIM FOR A CURVIER BODY

LOS ANGELES—JUNE 17, 2008—The Los Angeles Fashion Awards “Denim Designer of the Year” winner and celebrity favorite, J Brand, has announced the debut of its latest line, J Brand Blue Label. Featuring a new fit for the curvier woman, the line was created to meet market demand for an alternative to the brand’s existing fit.

“Blue Label is perfect for women with curves,” said Susie Crippen, J Brand co-founder and Creative Director. “We have received a good deal of feedback from women who told us they loved our look and styles but wanted a fuller fit. We created Blue Label with a more generous cut around the leg, as well as a contoured waistband to hug the body’s natural curves.”

J Brand Blue Label has The Scarlett with a low-rise fit, available in a cigarette leg and a boot leg. The cigarette leg is a 14-inch stovepipe, which has J Brand’s signature look with more room around the thigh. J Brand’s boot leg with a subtle flare and has been a consistently requested style.

There is also a wide-leg style for women who like a flowing jean. The Monroe fits looser from the hips to the thighs. The back darts and contoured waistband keep this wide leg polished without looking overdone. The Monroe is also available in organic cotton.

“Blue Label was truly born out of the spirit to meet customers’ needs,” said J Brand co-founder Jeff Rudes. “We are pleased to be able to provide women with this new curvy fit in the J Brand aesthetic.”

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Retail price points for J Brand Blue Label jeans range between \$158–165 for the Scarlett styles and are approximately \$178 for the Monroe. The line is scheduled to hit stores in August, with an early delivery in July exclusively for Bloomingdale's.

ABOUT J BRAND JEANS

J Brand was co-founded by denim manufacturer Jeff Rudes and stylist Susie Crippen. The two set out to create classic and sophisticated jeans with the emphasis on fit, while holding to one mandate: creating timeless products. Paying careful attention to details and clean, dark finishes, together they have created a combination of sexiness, style and comfort in jeans for men, women and children. A favorite of celebrities, J Brand jeans can be found at a variety of fine stores worldwide. Visit www.jbrandjeans.com.