

J BRAND

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J Brand Jeans Wins Prestigious Supima Denim Designer of the Year

Los Angeles, CA – J Brand Jeans, a celebrity favorite, worn by denim aficionados across the world, has won **the Los Angeles Fashion Award’s Supima Denim Designer of the Year Award.**

The award was handed out during the ceremony at the Orpheum Theatre in downtown Los Angeles on Friday, October 26th. It was the third annual award ceremony to recognize those “that have significantly impacted the national and international fashion marketplace in the last 12 months and enhanced the identity of LA fashion.”

Jeff Rudes and Susie Crippen, co-founders of J Brand, were on hand to accept the award on behalf of the company, which faced competition from the likes of 7 For All Mankind, Goldsign, Paige Premium Denim and Oligo Issew.

“We are thrilled with this recognition which is only possible because J Brand has such a loyal customer following,” said Crippen. “We plan to honor this recognition by continuing to create designs that our customers love and rely on.”

Crippen and Rudes took time to share and celebrate the award with their staff, yet Rudes was quick to add that it’s back to business as usual.

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"We have an aggressive plan for the first quarter of '08 that we have to focus on," Rudes said. "We are launching J Brand Green Label and a new campaign for Baby J by J Brand, both of which are tied to initiatives geared toward making a difference." The executive was genuinely humbled with the award, and sobered by what the future holds. "Winning only motivates us to stretch ourselves and our imaginations," Rudes said.

Already the company has demonstrated its commitment to thinking beyond the super saturated world of designer denim. J Brand is sponsoring "Project Red Paint: A World AIDS Day Art Project" that kicked off in Long Beach this week.

"Manufacturing the best looking and best fitting jeans possible is something we want to be known for," added Rudes. "But at the end of the day, no matter how well you do that and how many awards you win, the success only means something if you use it to serve others."

About J Brand Jeans

J Brand is 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: no excess hardware or embellishments. 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 stores worldwide. Visit www.jbrandjeans.com

About The LA Fashion Awards

Now in its third year, the Los Angeles Fashion Awards has become LA's signature annual fashion industry event. By illuminating the best in California fashion, the world is put on notice that LA is not just an entertainment capital, but also a true fashion capital. The goal of the LA Fashion Awards is to increase awareness of LA as the global fashion center that contributes the greatest influence on contemporary style around the world.

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