

For Immediate Release

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J Brand and Christopher Kane to Release Resort 2012

Collection in November

LOS ANGELES – This November, J Brand and London-based fashion designer and winner of 2011's Vogue Fashion Fund, Christopher Kane will reveal their Resort 2012 collection, the first of the long-term partnership and business venture of the two brands.

Combining J Brand's denim expertise with Christopher Kane's innovative designs, the collection includes original jean fits and denim jackets in bold neon colors, crisp black and white, and vintage medium and dark denim washes.

J Brand and Christopher Kane first partnered in fall 2011, for J Brand's 5x5 collaboration supporting emerging British fashion design talent

"Christopher executed a brilliant assortment of vibrant neon brights along with denim and white jeans that are unexpected and fresh," Jeff Rudes, Founder and CEO of J Brand.

"J Brand is the 'go to' company for the fashion denim, so I could not think of anyone better to work with on this. Collaborating with them enabled me to work with neon bright denim as well as classic washes to offer something different for this season that complemented my Resort line. My Resort collection was so much wider this season and I think that the denim worked perfectly along with this," Christopher Kane.

The J Brand/Christopher Kane Resort 2012 collection will be available at jbrandjeans.com and at select retail locations worldwide mid-November. For more information on J Brand, please visit jbrandjeans.com.

About J Brand:

J Brand set out to create a sophisticated jean from a fashion point of view to make a woman look and feel beautiful. Known for its remarkable fit, J Brand has achieved a winning combination of style, comfort and sexiness. In the Fall of 2008, the brand introduced its men's line, reflecting modern classics with a masculine sensibility. A California-based company, J Brand is featured in specialty stores and luxury retailers in more than 20 countries worldwide. For more information, please visit www.jbrandjeans.com.

About Christopher Kane:

Christopher Kane is a Scottish fashion designer based in London. He graduated from Central Saint Martins College of Art and Design in 2006 and was hired by Versace to work on a couture collection and consult on shoes and accessories. Soon after, Kane launched his eponymous fashion label with his sister, Tammy. Kane's style has been described as edgy yet wearable, with unexpected embellishments and expert tailoring.