

## **J Brand Debuts Exclusive Fashion's Night Out Jean to Benefit New York City AIDS Fund**

LOS ANGELES – J Brand introduces an exclusive jean for this year's Fashion's Night Out (FNO) event, which takes place in cities worldwide on September 8th. In J Brand's signature Power Stretch denim, the Super Skinny jean in "Coated Shocking Pink," will be available at select global retail locations participating in FNO and on [jbrandjeans.com](http://jbrandjeans.com), with 100% of J Brand's net proceeds from sales of the style donated to the New York City AIDS Fund in the New York Community Trust.

"It's great collaborating with Fashion's Night Out on an exclusive jean and an honor for all of our net proceeds to go to the New York City AIDS Fund," said Jeff Rudes, Founder and CEO of J Brand.

Occurring annually since 2009, FNO will be held in more than 100 cities in 17 countries this September. The initiative was established by American Vogue, the Council of Fashion Designers of America, NYC & Company and the City of New York to celebrate shopping and fashion. Shoppers can participate in special events at selected locations, purchase exclusive designs and mingle with designers and celebrities.

The New York City AIDS Fund assists community groups with advocacy efforts and programs targeting the local HIV/AIDS epidemic. Since the fund's inception, it has awarded about \$19 million in grants to 180 New York City nonprofits.

For more information on J Brand, please visit [jbrandjeans.com](http://jbrandjeans.com). To view U.S. retail locations carrying the exclusive J Brand for FNO jean, please visit [fashionsnightout.com](http://fashionsnightout.com), and for more information on the New York City AIDS Fund in the New York Community Trust, visit [nycommunitytrust.org](http://nycommunitytrust.org).

### 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](http://www.jbrandjeans.com).

### About Fashion's Night Out:

Fashion's Night Out (FNO) is an unprecedented global initiative originally created in 2009 to celebrate fashion, restore consumer confidence, and boost the industry's economy during the recession. On September 8, 2011, in response to overwhelming demand, Fashion's Night Out will return to New York City and over 100 cities nationwide to highlight fashion and support retail with exciting events that include designer appearances, celebrity guests, fashion shows and musical performances. In the United States, the program is a collaboration between American Vogue, the Council of Fashion Designers of America, NYC & Company, and the City of New York. For more information visit [www.fashionsnightout.com](http://www.fashionsnightout.com), or join us on Facebook and Twitter (@fnonyc, #FNO).