

J BRAND

For Immediate Release

J BRAND RELAUNCHES WEBSITE JBRANDJEANS.COM

(Los Angeles) – July 18, 2011 – J Brand, the rapidly growing premium denim label is launching its newly redesigned website, jbrandjeans.com, aiming to provide customers with a greater ease of online shopping, interactivity and social engagement, and rich behind-the-scenes content.

From the brand's home page, customers are able to search for styles with ease, understand the label's fits and denim 'washes' through specific style recommendations, and peruse different body angles through enhanced photography and zoom options. A fit guide feature serves to suggest fits and styling tips based on customers' body types through sharp imagery and video. Users also have the ability to "like" and tweet about specific products directly via each product page and share within their various social networks.

"Style Notes", one of the site's new features, highlights key J Brand silhouettes of the season through the styling expertise of top fashion editors and stylists. The first of these J Brand experts include LA-based stylist George Kotsiopoulos, NYLON editor-at-large Dani Stahl, and Esquire fashion editor Nic Screws, each demonstrating their expert take on a specific style on-model and providing styling tips via video content. Customers have the ability to shop each style directly from the on-model images with one-click shopping, as well as share the pages within their social networks via Facebook and Twitter.

"In the Pocket", J Brand's on-site blog serves as a platform for different J Brand personalities to share behind-the-scenes brand info and a unique look inside J Brand culture, showcase the brand's renowned designer collaborations, post celebrity sightings, and create content dedicated to special guest bloggers. The first blogger guest appearances include Aimee of Song of Style and Karen of Where Did U Get That. An integrated side feed gives users the ability to peruse the latest postings on the brand's Facebook wall and Twitter feed.

Interactivity is taken to a new level with the introduction of J World, where users are transported to a colorful collage of thumbnails of women and men around the world wearing their J Brand jeans. Users are encouraged and prompted to upload images of themselves donning the brand, which are then added to the menagerie of images on-site. Upon entering J World, customers are able to search through users' shots sorted by denim style, gender, location country and city, latest uploaded, and top rated – a unique feature where the image will continue to enlarge as users 'like' it. Customers also have the capability to click and buy straight from a J World image, dependent upon availability.

The website relaunch also serves as a way for J Brand to expand its 'exclusives' business – a resource that will house one-of-a-kind product not available for purchase anywhere else.

"The new site reflects our modern, relevant aesthetic and leadership as a global fashion brand. We are very excited to connect directly with our customers and share with them J World, our cutting edge social community," Jeff Rudes, ceo and founder of J Brand.

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