

J BRAND

J Brand - 5 x 5 London Collaboration

London - On September 8th, 2010, J Brand launches '5 x 5,' a unique collaboration with five rising British designers. Each designer worked with the J Brand design team to create a unique J Brand style.

- J Brand / Christopher Kane for 5 x 5 will be available at Harvey Nichols
- J Brand / Erdem for 5 x 5 will be available at Harrods
- J Brand / Meadham Kirchhoff for 5 x 5 will be available at Browns
- J Brand / Peter Pilotto for 5 x 5 will be available at Selfridges
- J Brand / Richard Nicoll for 5 x 5 will be available at Liberty

Additionally, from September 10th, all styles will retail in the United States at Jeffrey New York and Intermix online.

Jeff Rudes, CEO and Founder of J Brand, states:

"Working with all five designers on 5 x 5 was a very rewarding experience for us. Each designer had a unique interpretation of J Brand that continues to expand the breadth of our brand. Our mission is to be a fashion leader that is making a difference; the project will help support future young designers through the Centre for Fashion Enterprise, the London organization that provides business guidance and mentoring for emerging fashion design talent."

About J Brand:

J Brand was established in 2005. Creating classic and sophisticated jeans, the brand has positioned itself as a leader in the premium denim market. In the Fall of 2008, the brand introduced its men's line, reflecting modern classics with a masculine sensibility. J Brand has expanded to include non-denim styles such as the Cargo Houlihan pant, which has been a cult hit and seen on celebrities worldwide. J Brand is featured in over 2000 specialty stores and luxury retailers in over 20 countries.

For more information, please visit www.jbrandjeans.com.

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