

J BRAND

CHRISTOPHER KANE

J BRAND AND CHRISTOPHER KANE ANNOUNCE NEW JOINT VENTURE

London, UK, 23rd February 2011

Today, following the success of his London show, Christopher Kane, London-based fashion designer and winner of 2011's Vogue Fashion Fund and iconic US premium denim company, J Brand, announce a new business venture and collaboration.

Kane will launch a J Brand capsule denim collection as part of his Resort 2012. This agreement follows on from a relationship begun a year ago, between Christopher Kane and Jeff Rudes, Founder and CEO of J Brand. The duo first met last February 2010 to discuss working together for J Brand's 5x5 project in support of young British fashion design talent. The meeting resulted in the creation of a limited edition Christopher Kane / J Brand jean.

The new agreement is for J Brand and Christopher Kane to produce a jeanswear collection using denim and other fabrications that J Brand's offering encompasses. The collection will be designed to complement the Christopher Kane business.

This product will be available worldwide via both J Brand and Christopher Kane stockists.

"I am very excited about my new working relationship with J Brand. We have the potential to grow a very strong denim business and are thrilled to be working with the best in the business" says Kane.

"We have collaborated with some of the best talent in the world and are delighted to be working with Christopher to build a long term viable denim business with him" says Jeff Rudes.

For further details please contact:

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