

J BRAND CONTINUES TO LEAD THE PREMIUM DENIM MARKET

This spring, Jeff Rudes and Susie Crippen, co-creators of J BRAND, continue to show leadership in the retail market with the introduction of their new SUPER FANTASIC wide leg styles. J BRAND was the first American denim company to introduce and lead the skinny jean trend since its inception in 2005. J Brand's bold look in the opposite direction of the style that made them famous has made fans out of Mary J. Blige, Jennifer Lopez, Naomi Campbell, Angela Basset and Eva Mendes. Super Fantastic styles include: The Joplin, Palazzo Jean and Love Story Bell Bottom.

"In an exceedingly competitive market, one of our greatest obstacles was being able to go beyond what we are known for – the skinny jean – and deliver the next trend", said Jeff Rudes. Countless premium denim companies face similar situations and more often than not, experience a loss of market share. Retail sales have shown that J BRAND has not only avoided this typical pitfall for new denim companies, but also their ability to introduce new trends while maintaining the brand's identity.

J Brand plans on continuing to lead the market in Fall '07 with the 1800 Signature Jean series, featuring its first ever back pocket design. "J BRAND customer have come to expect a magnificent fit and sophisticated look", said Susie Crippen. "And we will continue to provide timeless clothing while we work to create and lead trends in the premium denim market."

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