

# J BRAND

## **FOR IMMEDIATE RELEASE**

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## ***J BRAND BRINGS A LITTLE NEW YORK TO LONDON'S TOPSHOP***

**Los Angeles – August 21, 2008** – Today, executives from award-winning U.S. designer denim label [J Brand](#) are pleased to announce their exclusive collaboration with the UK's No.1 High Street retailer, Topshop. The very best of America's premium denim meets the vibrancy of UK's constantly changing fashion scene — The result: **J Brand for Topshop**.

The limited-edition capsule collection will debut in Topshop's Oxford Circus flagship store at the end of November and be available through January 2009. *"We see this collaboration with Topshop as a great opportunity to be part of a groundbreaking company, and create a special product for them that is in keeping with our aesthetic, yet presented in a new way,"* said [Susie Crippen](#), J Brand co-founder and Creative Director.

**J Brand for Topshop** will consist of three low-rise styles named for the New York boroughs and neighborhoods that exemplify the styles of the women who wear them. The Brooklyn style is the new denim staple: a 12-inch pencil leg; the Nolita is a classic cigarette leg with a 14-inch leg opening; and finally, the Manhattan is a slim fit 22-inch bell bottom.

These styles will be available in washes that range from dark and clean to vintage-inspired distressed washes. In keeping with the New York theme, the washes are: Empire, Skyline, Liberty and Bowery. The retail price point for this limited collection is £89.

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*"There is nothing more American than a great pair of Jeans," [Jeff Rudes](#), J Brand co-founder, remarks. "We believe Topshop customers will appreciate the detail and workmanship of our line and feel good about wearing a genuine piece of Americana." Mary Homer, Managing Director of Topshop adds, "We're really excited to be collaborating with [J Brand](#). Topshop has established a reputation for producing it's own new, leading-edge jeans and we're proud to build on this by working with the original cult jeans brand - J Brand."*

***J Brand for Topshop goes on sale November 30.***

## **About J Brand Jeans**

J Brand was co-founded by denim manufacturer [Jeff Rudes](#) and stylist [Susie Crippen](#). The two set out to create classic and sophisticated jeans with the emphasis on fit, while holding to one mandate: creating timeless products. Paying careful attention to details and clean, dark finishes, together they have created a combination of sexiness, style and comfort in jeans for men, [women](#) and children. A favorite of [celebrities](#), J Brand jeans can be found at a variety of fine stores worldwide. Visit <http://www.jbrandjeans.com>