

For Immediate Release

Heidi Klum collaborates with Jordache for Capsule Collection
Heidi Klum by Jordache launches Fall/Winter Collection

August 2008 – Supermodel, designer and fashion powerhouse Heidi Klum collaborates with Jordache to create a capsule collection of premium denim, haute blouses, knits, woven tops and outerwear pieces called *Heidi Klum by Jordache*. The capsule collection will launch the Fall/Winter '08 line in Bloomingdales nationwide in April 2008.

Heidi Klum visualized the latest ad campaign for *Heidi Klum by Jordache* and famed photographer Rankin captured it in a chic Beverly Hills home. The multifaceted campaign will include an integrated viral component, bicoastal outdoor presence and print ads that will run in national publications beginning in September.

Heidi Klum by Jordache combines Jordache's expertise in fit and form with Heidi Klum's chic style to create a 15 piece capsule collection that embodies real women and encompasses a look for every occasion: from high fashion fete to posh mom. Each piece reflects Heidi's feminine and flirty signature style with a sexy edginess that makes the line playful and practical. There are also secret notes on the hangtags from Heidi about each piece in the capsule collection.

"The success of our last campaign that featured Heidi prompted us to approach her about designing a few pieces for our spring line. Says Liz Berlinger, President of Jordache. "Heidi embodies the Jordache woman, empowered and sexy yet wholesome"

"I love to design clothes that work with my busy lifestyle and I'm excited to share some of my favorite pieces with everyone through this new capsule collection" says Klum, the creative visionary behind her clothing line for Jordache.

Heidi Klum by Jordache will include premium Italian cast denim, customized to fit every body type and designed with Heidi's signature clover emblem and incorporating intricate inseam stitching and detailed belt loops. The Fall/Winter 2008 collection will add luxe cashmere sweaters, fine gauged knits, chunky trendy tunics and Italian Napa leather motorcycle jackets. The line will retail for \$140 -- \$298.

Press Contact: Katie Roberts
 Full Picture
 212.995.1832
 KRoberts@fullpic.com