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**ELLE Jewelry Walks the Catwalks of Style360
at NY Fashion Week**

New York, NY (September, 2009) – This September, STYLE360 celebrated its 6th year as the alternative Fashion Week destination as fashions were showcased at the historic Metropolitan Pavilion North. As the official jewelry sponsor, chic jewelry pieces were chosen to complement several designer fashion shows, including the Caravan show, The Pink Dress show, Abi Ferrin show and Malon Breton show, as they present their Spring/Summer 2010 lines. Attendees included national and international media, buyers, industry tastemakers, and celebrities.

STYLE360 hosted ten fashion shows, a film release and three after parties this season including: the Caravan show hosted by **Maria Menounos** and co-hosted by **Katrina Bowden, Adrienne Bailon, Reshma Shetty, Kayla Ewell, Erin Lucas, and Kate Voegelé**. Also in attendance were **Chris Noth, Shenae Grimes, FAME's Anna Maria Perez de Tagle**. Also, just before she gave birth to her fourth baby girl, **New Jersey Housewives' Teresa Giudice** and family were front row to watch their **eldest daughter, Gia** walk down the runway.



**Audrina Patridge of The Hills with
ELLE Jewelry**



Caravan models accessorized with ELLE Jewelry



**New Jersey Housewives' Danielle Staub and
family preview ELLE Jewelry's latest fashions**

Abbey Dawn by **Avril Lavigne's** show was supported by like **Nicky Hilton, Nastia Lukin and Tommy Hilfiger**, just to name a few, who all sat front row to support their friend's first Fall/ Holiday 2009 fashion showcase. The **Geren Ford** show brought out **Tiffany Amber Thiessen** and featured "**Tide Moms**" dressed in **Geren Ford's** fall 2009 machine-washable items.

Renowned accessories designer, **Rebecca Minkoff**; whom presented her ready to wear collection for which **Lauren Conrad, Gerard Butler and Michelle Trachtenberg** were in attendance. Another fashion industry favorite, **Walter** teamed with international handbag company **Kipling** and featured their stylish handbags on the runway alongside his beautiful spring collection. **Brooke Burke, Kristin Cavallari, Erin Lucas, Katrina Bowden, Alexandra Chando** and more came out to show their support.



Brooke Burke

The special benefit "**Pink Dress Breast Cancer Awareness**" fashion show benefiting the Greater New York City Affiliate of **Susan G. Komen for the Cure** hosted by **Brooke Burke**. For this event, **Perez Hilton** and **The City's Roxy Olin** walked in the show.

Also on Tuesday, **STYLE360** featured a special presentation for the 15th Anniversary of the annual **Gen Art "Fresh Faces"** fashion event hosted by **Gossip Girls' Joanna Garcia**. Both of these multi-designer fashion events were co-produced by **Rock Media & Entertainment**.

Now in its sixth year, **Style360** is executed by **Hachette Filipacchi Media**, the publishers of **ELLE, ELLE Décor, Metropolitan Home, and American PHOTO**. Its initiative is to connect emerging designers with corporate partners and cover fashion full circle to create a fully integrated campaign ranging from the runway to magazine pages, the internet, and in-store retail displays.

The **ELLE Jewelry Collection** is a brand extension to the largest fashion publication in the world, **ELLE Magazine**. Using fashion as a benchmark for creative inspiration, **ELLE Jewelry** designs reflect the most up to date jewelry and ready-to-wear trends. Like the pages of **ELLE Magazine**, **ELLE Jewelry** evolves from season to season, as colors and fashion trends change for a look that is chic, modern and bold. **ELLE Jewelry** fuses fashion with high-polished 925 rhodium-plated sterling silver and the highest quality gemstones. Look for the genuine ruby logo on each piece of **ELLE Jewelry** which represents a woman's inner strength and beauty. **ELLE Jewelry** designs are contemporary yet timeless, an excellent accessory to current fashion and classic wear.

Brands 88 is an affiliate of **PAJ Group**, the largest and most reputable sterling silver supplier in the world employing over 4,000 people with offices in Dallas, New York, Toronto, Hong Kong, China, Thailand and Europe. With over 30 years of experience in the jewelry business, **Brands 88** offers designers a vertically integrated company with marketing, manufacturing, distributing and designing capabilities that surpass the competition. For more information, contact sales@ellejewelry.com, www.ellejewelry.com or call 888-507-3553.