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**GABRIELLE’S ANGEL FOUNDATION FOR CANCER RESEARCH
ANNOUNCES PARTNERSHIP WITH GENETIC DENIM**

(New York, NY, May 18, 2009) – Genetic Denim has partnered with Denise Rich and Gabrielle’s Angel Foundation for Cancer Research by creating a limited-edition “Gabrielle” Jean.

The “Gabrielle” will be available in Genetic Denim’s Shane skinny jean. The Shane is a tight, form-fitting and super slimming silhouette that elongates the leg, making it Genetic Denim’s most popular style. The Gabrielle will have the Foundation’s angel logo stitched on the coin pocket in the Foundation’s signature red color. The logo is also screen printed over the Genetic Denim back patch to further emphasize the co-branded project. The mission statement of Gabrielle’s Angel Foundation will be adorned on the x-ray hangtag that graces every pair of Genetic Denim. The “Gabrielle” will be offered in a rich classic blue “Brighter Day” wash that can be worn with any style, day or night.

Each pair will retail for \$154.00 and Genetic Denim will donate 100% of the net sales from each purchase to Gabrielle’s Angel Foundation for Cancer Research. This limited-edition style will be in stores for Holiday 2009 following the Foundation’s signature fundraising event, *The Angel Ball*, which will be held on October 20th at Cipriani Wall Street. The “Gabrielle” can be purchased online by visiting www.geneticdenim.com and retail stores.

The Angel Ball, hosted by Grammy-nominated songwriter Denise Rich and her daughters Daniella Rich Kilstock and Ilona Rich Schachter, is sponsored by Continental Airlines and will honor philanthropists Thomas C. Quick and Tricia Quick.

About Gabrielle’s Angel Foundation for Cancer Research

Gabrielle’s Angel Foundation for Cancer Research was created in 1996 by Denise Rich and her daughters and son in-law, Daniella Rich Kilstock, Ilona Rich Schachter and Philip Aouad in memory of Rich’s daughter, Gabrielle Rich Aouad. Gabrielle lost her long and valiant struggle with acute myelogenous leukemia (AML) at the young age of 27. It was Gabrielle’s wish that a foundation be created to help spare others the suffering she endured. Gabrielle’s Angel Foundation for Cancer Research funds basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related cancers. To date, the Foundation has awarded nearly \$11 million in Medical Research Awards

making Gabrielle's Angel Foundation one of the largest non-governmental sources of grant support to blood cancer researchers at the nation's leading institutions.

About Genetic Denim

Genetic Denim is a premium denim lifestyle collection known as having the softest denim in the marketplace. Under Ali Fatourechi's Creative direction, Genetic Denim is centered on the knowledge that every individual holds a specific Genetic Code and body types differ as do fashion influences. Genetic Denim seeks to present each person with the best possible fit for their body type, accentuating assets rather than forcing everyone into the same mold. It combines global fashion trends with individuality of fit and wash to tailor denim to your body. With nostalgia for the bohemian yet basic denim styles from the 1970's, Genetic Denim has created a line with life and timeless appeal. Genetic Denim pays homage to the centuries past while remaining modern with its edgy, yet sophisticated and confident, but still carefree silhouettes. The Shane, the Genetic Denim Legging, has become a wardrobe staple for everyone from fashionistas to the everyday girl.

There isn't one thing that sets Genetic Denim apart in the marketplace, there are many. Fashion-forward style and underground cool, mixed with fabrics, washes and cuts from around the world, make Genetic Denim a classic global fashion brand with a touch of new age chic.

Genetic Denim is sold at over 600 stores across the country including Barneys, Scoop, Kitson, and Intermix. See www.geneticdenim.com for more information.