

WILDFOX DENIM

WILDFOX DENIM'S FALL 13 COLLECTION TO HIT STORES IN JULY

Los Angeles, CA – June 18th – **Wildfox Denim** announces its Fall 13 collection designed by denim industry veteran, Michelle Siwy, will hit stores worldwide next month.

Reflecting an equal balance of inspirational roots drawn from both Michelle's native New York and the Los Angeles, CA brand, she explains, "I wanted to produce beautiful pieces that not only reflect fashion but that are also effortless and comfortable to wear. I craft to work with a woman's curves, not against them to provide the most flattering and feminine fits." To which Wildfox CEO Sommers acknowledges, "I have always admired Michelle's dedication to the design process; from developing wash techniques to achieving the perfect fit. Without question, I looked to her immediately when it became time to launch our bottoms program."

The collection features ranges of blue jeans, signature grays, and blacks to balance the candy apple red, pink, and hologram coated fashion pieces. Staple items Michelle recommends the Wildfox customer try are the high rise flare with a 22" leg opening and 9-3/4" rise, a classic skinny with a 30" inseam and 8.5" rise, and a high waist sequin maxi skirt which shapes to the hips and gradually flares out at the end. She adds, "Our theme for Fall/ Winter 2013 is based on *The Great Gatsby*. I kept in mind the opulence of that time by utilizing our color palette in unique ways that would enhance the beauty of the denim with rich washes and appliqués."

After leaving her namesake brand, Siwy, Wildfox Denim is the most recent creative undertaking in Michelle's 15 years in the premium denim business, a career that has garnered her worldwide recognition and a growing list of celebrity supporters and style icons such as Kate Moss, Sienna Miller, Nicole Richie, and Rachel Bilson.

The collection will be available July through October on wildfox.com as well as select U.S. specialty and department stores such as Neiman Marcus, Shopbop, and Singer22, with retail prices ranging between \$178 to \$278. Internationally, Wildfox Denim will be available in stores such as Selfridges, Harrods, Harvey Nichols, and ASOS.com.

About Wildfox

Wildfox is a Los Angeles-based womens label originally founded in 2007 by childhood best friends and co-designers, Kimberley Gordon and Emily Faulstich, together with musician/CEO Jimmy Sommers.

Known for its soft fabrics and unique designs, the line has progressed into a full knit range of tops, bottoms, dresses, scarves and socks; as well as a **White Label** collection of sweater knits, laces, chiffons, velour and **Wildfox Intimates**. **Wildfox Denim**, designed by premium denim industry veteran, Michelle Siwy, debuted a diverse range of women's bottoms pieces for Fall 2013.

A **Wildfox Basics** category also launched with the core division for Fall 2013, while Summer 2013 introduced a second season of the **Wildfox Sun** range of eyewear designed and developed by Benjamin Montoya of Benjamin Eyewear. **Wildfox Kids**, the "little sister" adaptation of the women's line, began in 2009. **Pajama Party**, a line of luxury pajamas will launch for Holiday 2013 – just before the fourth collection of **Wildfox Swim** for Cruise 2014.

The brand can be found in better retail boutiques nationwide including Ron Herman, Planet Blue, Akira and Shopbop, along with select department stores such as Bloomingdale's, Saks Fifth Avenue, Nordstrom and Neiman Marcus. Internationally, Wildfox is distributed in over 30 countries including the U.K., France, Spain, Germany, Brazil, Japan, South Korea, Australia, Russia, and Taiwan and can be found in such stores as Selfridges, Harvey Nichols, Harrods, Matches, and TSUM.

For additional information, please contact Kristom Parson at kristom@wildfox.com

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