

hello! SkinnyJeans® launches STELLAR™

Introducing a New Line of Zodiac-Inspired Denim

Ushering in the new decade, hello! SkinnyJeans® announces a line of denim with an astrological twist – Stellar™ SkinnyJeans®. Inspired by the zodiac, the jeans feature one of twelve sun signs studded onto the back pocket in antique brass rivets. And, taking the celestial theme one step further, the jeans come with a Stellar Gold Card to hang from a key chain or slip into a wallet for easy access to inspirational insight unique to a particular sun sign.

The new line represents a collaborative effort between the company's founder, Catherine Hart, and author and astrologer, Liz Rose. Both women, California natives who have homes in NYC, had the same vision for this line – discreet, aesthetically appealing, inspirational and fun.

"But timeless, too," says Ms. Rose. "Even though our culture is experiencing an upswing in astrology at this moment, it's not a trendy subject. And the twelve symbols, dating back thousands of years, have enduring allure."

More innovative was the creation of the Stellar Gold Card keychain, adorned with crystals or semi-precious stones associated with a particular sun sign. When composing the text destined for the Gold Cards, Ms. Rose aimed to enlighten, inspire and delight. Each sign comes with its own mantra, too.

Still, buyers are not limited to wearing their own zodiac signs. Based on friends' feedback, Ms. Rose anticipates females to sport the sun sign that belongs to their boyfriend, husband or the male that appeals to them, too.

But who knows. Much seems to do with luck and timing, like the fortuitous meeting of Ms. Hart and Ms. Rose last autumn, which might be summed up by the Aquarian mantra: Expect the unexpected.

They did, and the result was the birth of Stellar™ SkinnyJeans®.

About the company: hello! SkinnyJeans®, founded in New York City in 2006, has appeared in countless TV shows, magazines and newspapers, like *The Doctors*, *InStyle* and the *LA Times*. Its jeans are best known for creating the illusion of being thinner and are available in boutiques throughout the country and online www.skinnyjeans.com.

