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## **MEDIA RELEASE**

**DENIM SUPERSTARS MICHAEL GLASSER AND JOIE RUCKER LAUNCH RICH & SKINNY ONLINE:  
IT WILL MAKE YOU FORGET EVERYTHING YOU KNOW ABOUT E-COMMERCE**

*Rich & Skinny Jeans launches a revolutionary interactive online experience based on a comedic embrace of today's celebrity obsessed culture.*

**August 2008** — Michael Glasser (founder of Seven for All Mankind and Citizens of Humanity) and Joie Rucker (founder/designer of Joie Jeans, head designer of Levi's and Guess?) are back with Rich & Skinny Jeans, a company with a bold new vision for how commerce will be re-defined in the digital age. By developing an audacious online campaign pushing the limits of technology, digital marketing, and narrative-driven video, Glasser and Rucker have crafted a winning strategy of how to stand out in a cluttered denim marketplace. Glasser puts it this way: "We want people to feel and look good in our jeans. We're creating a new online society."

And create a new society they've done. The main website, [www.richandskinnyjeans.com](http://www.richandskinnyjeans.com), pays homage to our celebrity obsessed culture with wit and style resulting in an elegant fusion of marketing and e-commerce. The narrative is called *Lifestyles of the Rich & Skinny*, depicting a decadent family and all their scandalous exploits; living out today's Holy Trinity of sex, money, and power. This online soap opera has a high production value and is chock full of tongue-in-cheek humor and hidden treasures - destined to become the next viral sensations. Not only can you sit back and watch an episode of *Lifestyles of the Rich & Skinny*, you can check out up-and-coming artists The Fashion, Kidz in the Hall, Kerli and Uh Huh Her on the Rich & Skinny Music Player, explore and purchase the newest Rich & Skinny styles, or check out all of the blogs in "The Skinny." Thanks to the award-winning agency iNDELIBLE Media Corp., denim addicts around the world can see the jeans on live models – the entire Shop section is video-based. In Rucker's words: "Now what is truly revolutionary is the way customers will be able to experience our denim. We have created an online environment where video has allowed them to interact with the clothes in an unprecedented manner."

But that's just the beginning. By utilizing all of the digital marketing tools available today, iNDELIBLE has leveraged the explosion of social networks like MySpace and Facebook, a variety of cutting-edge widgets, SEO/SMO, and viral strategies to create a powerful supporting communication program. To top it all off, iNDELIBLE's creative and technical savvy has been paired with recent addition Caroline Rothwell of Caro Marketing, a communications strategist of the highest order.

The Rich & Skinny site, [www.richandskinnyjeans.com](http://www.richandskinnyjeans.com), will boldly launch with a variety of their great fitting styles and washes from the Fall Basics collection.

But don't take our word for it. Go check out *Lifestyles of the Rich & Skinny* at [www.richandskinnyjeans.com](http://www.richandskinnyjeans.com)!

**ABOUT Rich & Skinny:** Founded in July 2006 by Michael Glasser, founder of Seven For All Mankind and Citizens of Humanity, and Joie Rucker, founder/designer of Joie Jeans and head designer of Levi's and Guess?, Rich & Skinny is an established denim brand with international recognition. Celebrity fans already include Paris Hilton, Lindsay Lohan, Blake Lively, Leighton Meester, Cameron Diaz, Hilary Duff, and Teri Hatcher. The line retails from \$145 to \$218 in luxury specialty and department stores like Ron Herman, Fred Segal, Nordstrom, Planet Blue, Bloomingdales and Henri Bendel. Please visit [www.richandskinnyjeans.com](http://www.richandskinnyjeans.com).

**ABOUT iNDELIBLE Media Corp.:** iNDELIBLE is a full-service multimedia agency specializing in in-house design, film, technology and communication solutions, with offices in New York City and Los Angeles. Founded in 1999 by CEO, Ross Glick and Chief Creative Director, Dimitri Falk, the company quickly garnered the attention of clients such as Chanel, AOL, Sony, Cartier, JetBlue, Virgin Mobile, M·A·C Cosmetics, Proctor & Gamble and Yahoo. For more information please visit [www.indelible.tv](http://www.indelible.tv).

**ABOUT Caro Marketing:** Caro Marketing is a full-service marketing and communications agency that provides branding and communication strategies to top fashion clients. Awarded "Guerilla Marketer of the Year" by Brandweek, and "Top 10 Independent: 'Brander'" by 944, founder Caroline Rothwell. Please visit [www.caromarketing.com](http://www.caromarketing.com) for more information.