

Mercedes-Benz Fashion Week

at SMASHBOX STUDIOS

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Contact:

7th on Sixth
Jacquie Kelleher
212-774-4307
jkelleher@imgworld.com

Mercedes-Benz
Kathryn Kish
Full Picture
kathryn@fullpic.com

Rami Kashou
Shana Honeyman
Genevieve Productions
323.668.1588
shana@genevieveproductions.com

MERCEDES-BENZ PRESENTS RAMI KASHOU
AT MERCEDES-BENZ FASHION WEEK AT SMASHBOX STUDIOS
OCTOBER 25-29, 2004

(New York, NY October 12, 2004) – To celebrate the most exceptional talent L.A. has to offer, Mercedes-Benz has selected Rami Kashou to receive an underwritten venue during *Mercedes-Benz Fashion Week at Smashbox Studios*, October 25-29th. Kashou will present his collection in the Main Tent on Thursday, October 28th at 5:00PM.

“L.A. fashion is, in large part, driven by lifestyle – it’s a design sensibility that permeates everything from hemlines to cars,” said Jill Martinette, regional marketing manager for Mercedes-Benz USA. “Rami Kashou's passion for design and style reflects that.”

“I would like to thank Mercedes-Benz for their generosity in sponsoring my spring 2005 collection at Smashbox Studios,” said Rami Kashou. “I am very grateful and flattered to be the recipient of such a prestigious honor. My runway presentation ‘Smells Like Summer’ will express a very playful and feminine side of a woman. Vibrant colors adorn subtle shades showcasing a woman's sex appeal in a very demure tone.”

Mercedes-Benz Fashion Week at Smashbox Studios, produced by 7th on Sixth, Inc. will take place in Culver City, CA Monday, October 25th – Friday, October 29th. 38 designers will present their Spring 2005 Collections including **Arthur Mendonca, Enyce/Lady Enyce, Kevan Hall, Saja, Custo Barcelona, Davies, Heike Jarick, Single, Kate O’Connor, Iron, Petro Zillia, Shakti by Jacquelyne Love, Karanina, Cesar de la Parra, Ella Moss, Maggie Barry, Ashley Paige, Rachel Pally, Coco Klicks, Jenni Kayne, True Meaning, Rojas, Sue Wong, Editte Keshishyan, Paul Hardy, Rami Kashou, Pegah Anvarian, Shay Todd, Frankie B, Martin Martin, Oligo Tissew, Eduardo Lucero, Juan Carlos Obando, Bat’s Daughter, Sheri Bodell, Da-Nang, Naqada and Louis Verdad.**

The Spring 2005 sponsorship roster includes title sponsor **Mercedes-Benz, American Express, Smashbox Cosmetics, Evian, LG Mobile Phones, Silhouette, Judith Ripka, Cotton Incorporated, Mondrian, Blowfish Sushi** and media partners **LA Confidential, California Apparel News** and **Allure Magazine**.

For more information about Mercedes-Benz Fashion Week at Smashbox Studios and for a schedule of shows and events, visit www.mbfashionweek.com.

ABOUT MERCEDES-BENZ

Mercedes-Benz USA, headquartered in Montvale, N. J., is responsible for the sales, marketing and service of all Mercedes-Benz vehicles in the United States. In 2003, Mercedes-Benz USA achieved an all-time sales record of 218,717 new vehicles, setting the highest sales volume ever in its history and achieving 10 consecutive years of sales growth. More information on Mercedes-Benz and its vehicles can be found at www.mbusa.com.

ABOUT RAMI KASHOU

Rami Kashou was born in 1976 and raised in the city of Jerusalem. Since childhood, Kashou has always expressed interest in fashion. Growing up he designed custom made dresses for his mother and several of her friends. In 1996 after completing high school, Rami Kashou moved to the U.S. and began attending courses in fashion at Brooks College in Long Beach.

Kashou kept his passion alive by purchasing two sewing machines through which he learned the art. He picked up pattern making through frequent visits to vintage shops. " I would buy a piece and take it apart and inspect it, then I would learn." Kashou said. Three years later, Kashou developed a group of one of a kind type garments that were intricately braided, deconstructed, and pieced together. His work caught the eye of the edgy boutique owner of Aero & Co. in LA. The collection was immediately picked up and sold successfully to several celebrity clients and fashionistas. In 2002, Kashou was invited to showcase his first collection with the prestigious Gen Art Fresh Faces in Fashion. The following season, Kashou showcased his first solo runway effort at the Historic Los Altos building in L.A. which granted him the cover of WWD and was met with critical acclaim. Spring 2003 brought Rami Kashou back to his roots at Gen Art when he participated in their alumni show in the tents at Bryant Park. Kashou's fall 2004 collection, sponsored by Smashbox Cosmetics and American Express was presented at Mercedes Benz Fashion Week at Smashbox Studios, and once again brought critical success.

Rami Kashou's designs can be found at many notable boutiques including Aero & Co., Tryst and Karizma in L.A., Some Odd Rubies in NYC, and Steam in Miami. The line is a longtime favorite of stylish celebrities and trend setters like Jessica Alba, Portia De Rossi, Amy Smart, Tracee Ellis Ross, and Shiva Rose have all worn his designs on the pages of In Style, Flaunt, Angelino, Interview, People and US Weekly.
