



FOR IMMEDIATE RELEASE

**Contact: Tas Steiner
Tas Steiner Public Relations
323-857-6700
Tas@TasSteinerPR.com**

**JOHN ROBERT POWERS TO SPONSOR LOS ANGELES LAUNCH PARTY
FOR ED HARDY VINTAGE TATTOO WEAR**

Los Angeles, CA (March 18, 2005) – In its continuing effort to spot the latest trends and the next best thing, John Robert Powers announced today their sponsorship of Christian Audigier’s latest clothing line - Ed Hardy Vintage Tattoo Wear.

John Robert Powers will sponsor the launch party for Ed Hardy Vintage Tattoo Wear. The event will take place on Saturday, May 21st at Hollywood and Vine. This star studded event will feature a guest list of 2,500 ranging from Christian’s celebrity fans such as Jessica Simpson, Bruce Willis, Paris Hilton, Naomi Campbell, Kobe Bryant, and many others from film, television, music, fashion, and sports. A fashion show will be the highlight of the party, with clothes specifically designed by Christian Audigier. The show will be a sexy disco themed fashion show merging Studio 54 with red carpet Hollywood meets California flair. The show will include professional models as well as Californian bikers, surfer dudes, and even gang members.

Christian Audigier’s brand has been described by many peers as one that exemplifies talent, experience, and power. No stranger to the fashion world, Christian Audigier has left his charismatic and colorful mark on familiar brands such as Diesel, Levi’s, Liberto, and American Eagle. When Audigier joined a then unknown company called Von Dutch as their head designer, the brand name found itself transformed into a powerhouse label that has now been seen and worn by celebrities and shoppers on a global scale.

After leaving Von Dutch in August 2004, Audigier discovered a marketing future in the legendary “godfather of modern tattoo” master, Don Ed Hardy. Using unrivaled understanding of fashion and design, Audigier created a lifestyle brand with the technical brilliance and mesmerizing imagery of Hardy’s work. With this unique blend of visual appeal, the Ed Hardy Vintage Tattoo brand has been making its’ mark in fashion with shoppers and trendsetting celebrities world wide.

“We are honored to sponsor and help participate in such an exciting, fashion-oriented event. John Robert Powers always has an eye in spotting trends in the fashion and entertainment world and this is a great opportunity to show support,” states Ron Patterson, CEO and President of John Robert Powers.

Tel: 323.857.6700 • Fax: 323.927.1933 • Tas@TasSteinerPR.com
5900 Wilshire Blvd., Suite 2600 • Los Angeles, CA 90036

Nathan Fuja, Vice President of Marketing says that, “Christian understands sex appeal, celebrity, and style. With the Ed Hardy clothing line, he has successfully mixed these three elements into something that when you see it, you want it. This is just the start of Christian’s fashion revolution.”

John Robert Powers is an internationally recognized school system with locations throughout the United States, Europe and Asia. For over eighty years, John Robert Powers has been training students in acting, singing, dancing, modeling and etiquette. Emphasizing personality development, John Robert Powers provides every student with the schooling, guidance, and confidence to further their individual potential and reach their highest career goals. Famous alumni thru either the school or the John Robert Powers agencies include people such as First Ladies, Jackie Kennedy and Betty Ford, Princess Grace of Monaco, Raquel Welch, Lucille Ball, Ann Margaret, Diana Ross, Faith Ford, and models Janice Dickinson, Beverly Peele, Nikki Taylor, Ryan Locke, and Josh Duhamel.

###