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ED HARDY TO BE FEATURED AT iPOP!

Finalists in Top Modeling Showcase To Wear Ed Hardy Vintage Tattoo Wear

Los Angeles, CA (July 12, 2005) – Marking its latest trend setting effort in the fashion world, iPOP's President, Helen Rogers, announced today that Ed Hardy's Vintage Tattoo Wear will participate in a colorful fashion show to be displayed during the gala closing night ceremony at the 1st Annual International Presentation of Performers Showcase, or iPOP!

Ed Hardy's Vintage Tattoo Wear (www.donedhardy.com) will style a fashion show modeling the latest in Ed Hardy designs, set to take place at iPOP!'s gala closing night ceremony at the Marriott Marquis Hotel in New York City. In addition, five top modeling finalists will be given the opportunity to audition for Wilhelmina, Elite, L.A. Models, and other well established modeling agencies throughout the world as they walk the Ed Hardy fashion runway. Created with the innovation of successfully merging fashion and modeling with the music and entertainment industry, iPOP is billed as a unique training program which promises to provide each participant hours of one-on-one intense work sessions with the best coaches in the field. iPOP!'s goal is to introduce and promote each participant to perspective agents, managers, and top experts in the field hoping to find and sign the next Tyra Banks.

Creating the unique look to the fashion event is renowned makeup artist, Klexius Kolby, who has worked with high profile celebrities such as musicians Janet Jackson, Jennifer Lopez, and Madonna to Academy Award winning actresses Charlize Theron and Hilary Swank. In addition to the star power of Kolby, Raymundo Baltazar-Flores, a designer-stylist and founder of a line of leading edge youth-wear called "Young Balls" will style the show. As a graduate of Los Angeles' design school FIDM, the Los Angeles based Raymundo has been working in fashion, art, and the media since the age of sixteen. He has styled indie films "The Item" (Sundance Film Fest, Independent Spirit Nominee) and "Shooting LA" (presently in post-production). Raymundo has designed wardrobe for kid's television, worked as a stylist at LA's Fashion Week and as a buyer for a contemporary retail chain. Baltazar recently worked as head-stylist for Ed Hardy's launch party last month in Hollywood.

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The Ed Hardy line, founded by designer Christian Audigier, has been described by many peers as a brand that exemplifies talent, experience, and power. No stranger to the fashion world, Christian Audigier previously 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 Ed Hardy's designs that are pulled from life experience to meld American, Japanese, Cholo, tattoo, surf, and hotrod iconography into his work. This broad spectrum of unique taste and experience and visual appeal, the Ed Hardy Vintage Tattoo brand has been making its mark in fashion with shoppers and trendsetting celebrities world wide. Christian's loyal celebrity followers have been Jessica Alba, Paris Hilton, Usher, and Adrien Brody. To date, most recent celebrities spotted wearing the Ed Hardy line have been "The Fast and the Furious's" Michelle Rodriguez, teen singing sensation Jesse McCartney, The O.C.'s Melinda Clarke, Academy Award winner Jamie Foxx, international Asian recording artist Sun, and Mariah Carey during the Live 8 Concert in London.

"We are honored to sponsor and help participate in such an exciting, fashion-oriented event. This is a great opportunity to show support in the fashion world and a wonderful introduction of the Ed Hardy fashion line." states Nathan Fuja, Vice President of Ed Hardy's Marketing team. "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."

The Ed Hardy line is sold at Fred Segal, H Lorenzo, and M. Frederic and has distribution spanning over fourteen countries such as England, France, Denmark, Japan, Spain, and the Middle East, with their main store and corporate office located on Melrose Ave in Los Angeles.

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