



Simpson Sisters LAUNCH GIRLS COLLECTION

FASHION FOR GIRLS, TWEENS AND TEENS

Celebrity sisters Jessica and Ashlee Simpson recently appeared at the Belk department store in Crabtree Valley Mall to meet with fans and debut their new Girls Collection line of apparel. The look features fashions for young girls, tweens, and teens ages 7-16 and includes knitwear dresses, denim, sweaters, hoodies, pullovers, graphic tees, outerwear, and footwear.

Written By Kristy Stevenson, Photo provided by Panorama Public Relations

Belk, Inc. is the nation's largest privately owned mainline department store company with 303 stores located in 16 southern states. When asked how her designs personify Belk's tagline, "Modern Southern Style," Jessica says, "We are from Texas and share in those southern values. There is an ease to the collection that is very much inspired by who we are."

Simpson, 31, introduced girls' apparel as a natural extension of her popular brand. The Jessica Simpson Collection already includes women's wear, shoes, outerwear, luggage, sunglasses and optical frames, handbags, swimwear, intimates, perfume, jewelry, denim, sportswear, and belts and accessories. These pieces celebrate her iconic American image which has been called accessible, comfortable, timeless and affordable. The Girls Collection price points range from just \$24.50 to \$69.00.

Jessica had so much fun and success designing that she was motivated to bring the same great styling to today's tween girls. "They are so fashion forward!" she says. "I'm excited to bring my sister, Ashlee, along as co-creative director of this division," says Jess, "because she brings a savvy rocker edge that defines today's tweens."

The new line builds upon the coats and shoes for girls offered through Simpson's label, and features a mix of Jessica's playful, feminine style with Ashlee's vintage flair.

"We want to inspire young girls to have fun and express their personality and creativity through fashion," says Ashlee, 27.

Major fabric, color and style influences include fun, colorful and bright patterns. "The rocker-girl styling makes the line a little more edgy and cool," says Ashlee. "I love the faux leather moto jacket; it's great for layering over tees or a sweatshirt."

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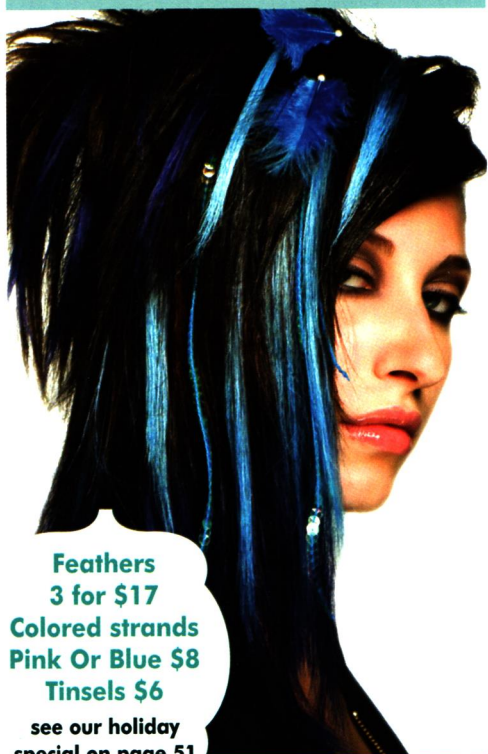


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Jessica prefers the fur vest. "It's actually a takedown from our jeanswear collection, and I also love the sweater skirt and leggings – I would live in them!"

And for your little girl's feet, they feature everything from bubella ballet flats with top buckle, to mary janes, leopard-print sneakers, and kaia ruffled boots.

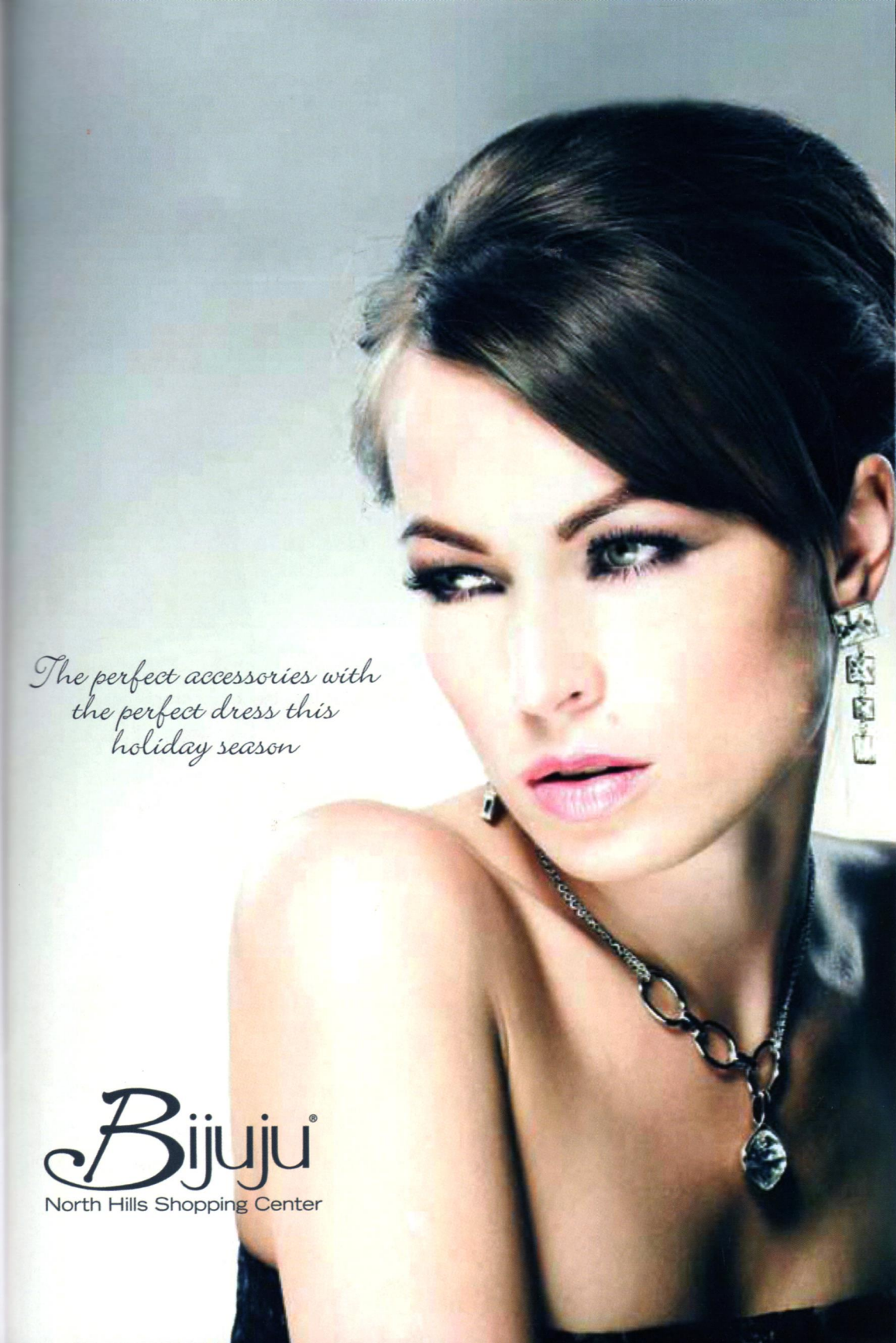
Both signed autographs and posed for photos during the three hour Raleigh event. This was Jessica's first official public appearance since announcing her pregnancy on October 31 via Twitter. As Ashlee's son, Bronx, is now nearly three, we wondered if there might be a toddler line ahead for the duo? "We are currently in 22 categories and having so much fun," says Jess. "So, who knows, maybe you'll see Jessica Simpson maternity sometime soon!"

The pair love the fact that this collaboration allows them to work together as it can sometimes be hard to fit quality sister time into their hectic schedules. "I love having Ash on board; she has great insights and styling comes so naturally to her. Plus, we get to hang out and design together."

As the holidays loom, Ashlee looks forward to taking a few weeks off and spending time with the whole Simpson family. Jessica is, of course, looking forward to becoming a mom in the new year.

The Jessica Simpson Collection is currently available in over 2500 points of distribution globally and also online at JessicaSimpsonCollection.com.

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