



JLM COUTURE, INC. NAMES HAYLEY PAIGE AS HEAD DESIGNER OF NEW WEDDING GOWN COLLECTION



New York, NY | September 20, 2011 – JLM Couture (otc JLMC) announced today that Hayley Paige has joined the company's wedding gown design staff. Ms. Paige will design an upscale collection of wedding gowns under her own name, Hayley Paige, beginning with a small collection for the upcoming spring 2012 Market. The full launch is scheduled for the fall 2012 Market. Ms. Paige will also assume the design responsibilities for Jim Hjelm Blush.

Ms. Paige was previously an associate designer at Priscilla of Boston for Melissa Sweet and Reverie, as well as the Melissa Sweet bridesmaids and social occasion collections. Most recently, she was appointed as designer of the Marchesa's Eterna Bridal collection for Priscilla of Boston, implementing the initial diffusion of the Marchesa aesthetic to the new line. Prior to joining Priscilla of Boston, Ms. Paige served as a designer at Jill Stuart. She graduated at the top of her design program with honors and distinction from Cornell University.

In discussing her design approach for the first season, Ms. Paige said: "My silhouettes emphasize each bride's unique style using a synthesis of chiffon with velvet, re-embroidered lace with Swiss dot, or super sheer organza with metallic paisley. This collection is an opportunity to romance the sweeter side of femininity, from the quirky and charming to the fun and fabulous." Hayley Paige gowns are anticipated to retail between \$2,500 and \$4,000.

Joseph L. Murphy, JLM Couture president and CEO, says he is very pleased that JLM has attracted the services of "one of the brightest young bridal design talents in the bridal market." He believes Ms. Paige's design aesthetic represents a niche of styling that is unique to the portfolio of design talent within JLM.

Speaking of her new role at JLM, Ms. Paige said: "I could not be more proud to be cast among such a brilliant and welcoming group of designers. The creativity at JLM is contagious." Hinting at the design direction of the Blush collection for spring 2012 Ms. Paige added: "I am drawn to the unambiguous glamour that results from combining cotton lace with botanically inspired fabric manipulations. It produces a European sensibility that I have always found alluring." Jim Hjelm Blush is the company's moderately priced collection which typically retails for \$1,400-\$1,700.

About JLM Couture, Inc.

JLM Couture, Inc. is a multi-label bridal house engaged in the design, manufacture, and distribution of bridal and bridesmaid gowns. The company's bridal gown collections are Alvina Valenta, Jim Hjelm Blush, Jim Hjelm, Lazaro, and Tara Keely. The bridesmaid collections are Alvina Valenta Bridesmaids, Jim Hjelm Occasions, Lazaro Bridesmaids, and Noir by Lazaro. JLM is traded over the counter. For more information please visit www.jlmcouture.com.

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