



ALVINA VALENTA NAMES JESSICA WILLIAMS AS NEW HEAD DESIGNER

NEW YORK, NY November 3, 2009 – Beginning a new and exciting phase in the history of the internationally renowned bridal and bridesmaids design house, Alvina Valenta, Jessica Williams has been named its new head designer, parent company JLM Couture announced today.

Williams developed her style and reputation as a young and talented designer with the social dress division of St. Johns, and has contributed successful designs to the Priscilla of Boston Collections. “The recruitment of Jessica is consistent with JLM’s strategy to discover, attract and promote new bridal designers with strong ready-to-wear backgrounds,” said Joseph L. Murphy, president and chief executive officer of JLM Couture. “Introducing a strong sense of fashion into the bridal market each season is more important than ever. Today’s bride continually evolves in her

sophistication about style and trend.”

“There’s a very unique family environment at JLM, which to me is so very appealing, compared to the big corporate culture. It’s extremely supportive,” Williams noted.

“The collection has always been beautifully proper and refined,” said Williams. “Although my designs will continue to reference classic Alvina silhouettes, I also plan to introduce a soft, youthful touch with more airiness and fluidity that will give the line a dreamier, more romantic look.”

Alvina Valenta gowns are known for their timeless elegance, sophistication and most especially their attention to detail. One of the collection’s most successful looks is the fluted silhouette.

Williams said she plans to update the sophisticated tradition of the line by introducing new silhouettes, combining a mix of different beading and fabrics.

“I expect this fresh approach will soften the collection, giving it a more organic feel,” Williams said. “Of course, we will always look to the runway collections recognizing and respecting the more enduring trends introduced there.”

JLM COUTURE

JLM Couture exists to dress brides and bridesmaids with grace and to bring glamour to each and every wedding. Engaged in the design, manufacture and distribution of bridal gowns and brides maids gowns, the company’s collections include: Alvina Valenta, Jim Hjelm, Lazaro, and Tara Keely. JLM Couture is publicly traded in the pink sheets under the symbol JLMC.

Media Contact:

Susan Keng
Megan Ruane
JLM Couture
525 Seventh Avenue, Ste.1703
New York, New York 10018
Press: 212-221-8203
pr@jlmcinc.com