

rag & bone

NEW YORK

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rag&bone TO DEBUT IN WASHINGTON, DC *Lifestyle Fashion Brand Opens First US Store Outside Of New York May 2011*

Washington, DC (April 19, 2011) - Lifestyle fashion brand rag & bone will open its first US boutique outside of New York City this Spring in Georgetown, Washington, DC. With no formal fashion training, managing partners Marcus Wainwright and David Neville set out to make clothes that they and their friends would love to wear every day. What started in 2002 as a men's denim brand, has grown to become one of the most celebrated young design teams offering a full range of men's, women's, footwear and accessories collections.

Guided by a strong British tailoring influence, rag & bone produces classic yet modern sportswear for men and women that is known for being understated and wearable. Each piece, whether it be a tailored shirt or a pair of jeans, is framed by the constants of high quality fabric, classic construction and perfect fit with a handmade feel.

In 2006, rag & bone was selected as a finalist for the CFDA/Vogue Fashion Fund award and won the 2007 Swarovski Award for emerging talent in menswear, after also being nominated for that same award in 2006. In 2010, David Neville and Marcus Wainwright were named Menswear Designers of the Year by the CFDA, Council of Fashion Designers of America.

Washington, DC over the past several years has evolved to become a true world capital known not only for its history and politics, but also for its culture, art, and fashion scenes. "Opening a free standing boutique in the Nation's Capital is the natural next step for us. The architecture, charm and overall feel of Georgetown lends itself quite well to the design and aesthetic of our brand and the proximity to our main offices in New York will allow us to have a real relationship with the store and our customers," said David Neville, Managing Partner.

The 1500 square foot space located at 3067 M Street, NW will feature a black façade with the signature gold leaf logo and an interior that mimics existing boutiques with exposed brick walls, distressed concrete floors, black steel structural beams, traditional antiqued tarnished brass rack fixturing and an upper tier mezzanine area for shoes and accessories. The full offering of rag & bone will be available in the Georgetown boutique beginning with the Spring/Summer 2011 men's and women's collections.

rag & bone collections are available at high-end boutiques and exclusive department stores worldwide. rag & bone also operates five stores in New York city as well as a boutique in Tokyo, Japan.

www.rag-bone.com

For further information and exclusive photos please contact The Aba Agency at 202-625-8370 or

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