



## **Celebrity Stylist Jennifer Rade Uncovers ILORI's Exclusive Treasures**

March 2009, NEW YORK – Renowned fashion visionary and celebrity stylist, Jennifer Rade has teamed up with the highly-exclusive, luxury sunglass boutique, ILORI, to serve as its brand ambassador, further solidifying the place of designer eyewear as the new “it” accessory. Haven to an unparalleled collection of eyewear styles from the world’s most coveted designers and brands, ILORI’s boutiques have become a must-visit shopping destination for both celebrities and fashion connoisseurs. Jennifer will help uncover the “hidden treasures” ILORI has to offer with a series of in-store events and appearances, providing style tips, trends and advice and helping customers create the perfect assemblage of eyewear to fit their every mood and style.

As the self-proclaimed “Wicked Witch of Wardrobe,” Jennifer is an established name among designers, media and innovative niche brands. Her influence in the fashion community makes her highly sought after when the most memorable looks are required. As an illustrious celebrity stylist, Jennifer’s a-list clientele have ranged from Academy Award winning actors to Grammy Award winning musicians. She is known throughout fashion and media circles not only for creating unforgettable red carpet hits, but also for her creativity and vision for fashion editorial spreads, style segments, music videos and advertising campaigns.

“Jennifer has her finger on the pulse of fashion, culture and celebrity, which are all core elements of the ILORI brand DNA,” says ILORI Vice President and General Manager Michael Hansen. “We are thrilled to have her as our brand ambassador and know that our clientele will embrace her expert advice and recommendations.”

As eyewear wardrobing continues to take its place alongside other fashion fundamentals such as the bag, shoes, jewelry or a wristwatch, this collaboration will only encourage the appeal and evolution of this crucial style element.

“Sunglasses are the finishing touch to the perfect outfit, and I have been impressed time and again by ILORI’s exceptional assortment of styles and their impeccable service,” says Jennifer. “I am thrilled to align myself with such a superior retailer.”



Jennifer will support ILORI with numerous media and in-store appearances by communicating the latest trends and eyewear's relevance in fashion and culture. She will join ILORI in celebrating boutique openings in the nation's most luxurious locations throughout the year, as well as attending high-profile events at the ILORI flagship boutiques, starting with the new San Francisco location on Post Street.

ILORI is one of the retail brands of Luxottica Group, the global leader in eyewear.

For more information please visit [www.iloristyle.com](http://www.iloristyle.com)

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#### **About Luxottica Group S.p.A.**

*Luxottica Group is a global leader in premium fashion, luxury and sports eyewear, with over 6,200 optical and sun retail stores in North America, Asia-Pacific, China, South Africa and Europe and a strong and well balanced brand portfolio. Luxottica's key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Salvatore Ferragamo, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters, ILORI and Pearle Vision in North America, OPSM and Laubman & Pank in Australasia, LensCrafters in Greater China and Sunglass Hut globally. The Group's products are designed and manufactured in six Italy-based manufacturing plants and in two wholly-owned plants in China. In 2007, Luxottica Group posted consolidated net sales of €5 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).*

#### **About Jennifer Rade:**

*Costume Designer Jennifer Rade has spent the past 10 years working on everything from big-budget music videos to high profile commercials and red carpet events. She also served as "Style Expert" on FOX Television's half-hour daily show, "Live Like a Star", and has appeared in various episodes of "How Do I Look?", "Fashion Police", "Soap Talk", "Style Star", "Access Hollywood", and the "Today Show". One of the busiest stylists working today, Jennifer's clientele has ranged from A-list star Angelina Jolie to musician Marilyn Manson, she also has a long list of commercial clients including Target, for which she won the 2004 & 2006 Costume Designer's Guild Award, respectively, for Best Commercial Design. Additional information on Jennifer Rade is available at [www.JenniferRade.com](http://www.JenniferRade.com).*