

News Release



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FOR IMMEDIATE RELEASE

THE EMJHA COLLECTION WEB BOUTIQUE AND LA COLLECTION PRINTEMPS ETE 2010

*The EmJha Collection launches their web boutique and La Collection Printemps ete 2010
(Spring 2010 Collection) with a virtual web launch event.*

WORLD WIDE WEB (December 14th -18th, 2009) – The week of December 14th thru 18th, 2009 The EmJha Collection launches their web boutique and La Collection Printemps ete 2010 (Spring 2010 Collection) with a virtual web launch event. This unique take on a boutique and collection launch will take place at www.EmJha.com for a week of exciting giveaways, designer selected boutique accessories and a first look at the 2010 Spring Collection *MaiJanvier*. This collection boasts crisp white collars that accentuate flowy prints and rich solids in this junior collection for Chief Designer MJ.

“I am excited to present the collection a little different this time, doing a virtual launch gives our clients a fun way to see our new line and to choose cool add-ons from great boutiques. I am very excited about the accessories that will be featured,” said MJ, “People are going to love the giveaways and won’t be disappointed in the line, I am sure of that!”

-more-

All visitors to the site must register in order to participate in the giveaway contests and there will be a combined gift giveaway at the end of the event.

Guests can pre-register at:

- www.EmJha.com

For additional information on this event:

www.EmJha.com

Spring2010Launch@emjha.com



About The EmJha Collection

Founded in 2007 The EmJha Collection and Platinum Fire Designs Jewelry Co. creates "Urban Classic" designs. Pencil skirts, maxi dress and evening gowns take on a trendy yet timeless flare within The EmJha brand. Their adage From Fabrique to Form...speaks about her ability to take simple fabric and form it into a fashion masterpiece that is desirable and exciting. Urban Classic personifies a high fashion look that is wearable, head turning, fresh, and unforgettable. Chief designer MJ believes in a women's right to give it just a little more when career focused, on holiday, or painting the town. So the timid and unsure step aside, this line is for the focused, confident, chic women stepping out in stilettos, blackberry and clutch in hand.

MJ holds a degree in Arts and Sciences and is obtaining her Masters of Fine Arts Degree at Savannah College of Art and Design. www.EmJha.com

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The EmJha Collection

Save The Date!

You are invited!

The EmJha Collection Web
Boutique
&

La Collection Printemps et é 2010

will be launching

December 14th – 18th 2009

during a virtual web launch!

You can shop the collection participate in daily giveaway contests for
gift cards, boutique merchandise and a drawing for

The EmJha Collection

Rock 'N Roll Ruffle Top!!

More details to follow!

Visit www.EmJha.com for more information!

Joie de Vivre