



News Release



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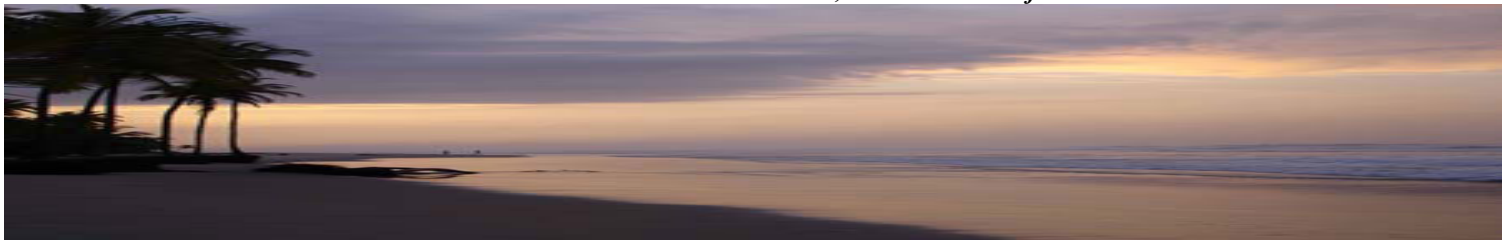
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FOR IMMEDIATE RELEASE

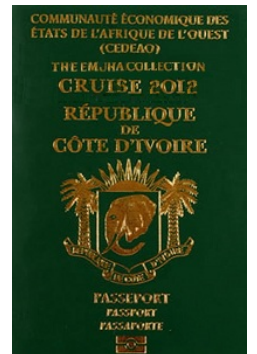
THE EMJHA COLLECTION CRUISE COLLECTION LAUNCH: CÔTE D'IVOIRE SAFARI CRUISE CIRCA 1946

The EmJha Collection launches their Cruise collection, Côte d'Ivoire Safari Cruise circa 1946.



ATLANTA June 6th, 2011) – On Monday June 6th, 2011, The EmJha Collection launches their cruise collection,

Côte d'Ivoire Safari Cruise circa 1946. This bright and sexy safari collection takes you back to 1946 with super fun and structured shorts, skirts and dresses. Think Rita as Gilda frolicking on an African beach covered in thigh skimming colorful chiffon. “OK, I love this collection, it is so fresh but has such a vintage feel, I am drawn to the colors, they are eye catching and powerful but very feminine.” says Ursula Hodge of Silhouette PRM manager of The Chief Designer. MJ has yet to release the date she will showcase this collection, however she will be releasing her exclusive look book to boutiques, magazines and stylists this Summer 2011 and an electronic version available later in the season. “I want to make sure this collection gets into the right hands.” MJ laughs. “I think this is my best collection



yet. Era pieces inspire me so much, and I am determined to make sure this collection gets to the mainstream in the most fantastic way. I know boutiques and stylists will showcase the collection perfectly.” To receive your copy of The EmJha Collection look book, please email mirandajones@silhouetteprm.com or visit www.EmJha.com to register.

About The EmJha Collection

Founded in late 2007, The EmJha Collection specializes in classic designs with an urban edge. Chief Designer MJ believes in a women's right to a high fashion wardrobe with classic pieces that are timeless. Visit www.EmJha.com to view collections. You may also contact: Ursula Hodge (Manager of the Chief Designer/Director of Public Relations) at ursulahodge@emjha.com / +1 678-463-8519 for special services. The EmJha Collection Showroom contact 678-315-1776 or send an e-mail to: emjha@emjha.com.