Star-Studded Men & Women's Designer Jeans Company's Flagship Site Continues Its Stellar Performance

Leading high-end online fashion retailer eModa.com was chosen to be the flagship online reseller of the hottest women's and men's designer jeans company, Laguna Beach Jeans. Since it's launch, the LBJ line has become the site's star performer.

Sept. 12, 2008 - *PRLog* -- PHILADELPHIA, PA -- A fashion brand is hot stuff when some of the biggest celebrities in Hollywood are clambering over each other to get their hands on the designer threads. Laguna Beach Jeans is fast becoming the most popular kid in the men and women's designer jeans playground.

Leading online retailer of men and women's designer clothing, eModa.com was chosen out of the thousands of online retailers to be the Laguna Beach Jeans flagship website for it's launch into the market.

Laguna Beach Jeans Co. approached eModa.com with their denim line from their first steps, confident in knowing where the brand belonged. Dan and Marina Kogan knew instantly that they had a star amongst them.

"We knew that LBJ were looking to find an online retailer that had the same A-list brand positioning as the LBJ brand," said Dan Kogan, CEO of eModa.com (http://www.emoda.com).

Since the launch in November 2007, the Laguna Beach Jeans line has been a huge hit with eModa.com's fashion savvy clientele.

"In just a short space of time, the LBJ line has become one of our most popular sellers. Since its launch it just kept growing in sales volume. We have many requests from our VIP and new clients wanting to be the first to know when a new wave of clothing from Laguna Beach hits our shores," said Kogan.

Part of the consumer demand for the product has come from the glowing celebrity endorsements. From virtual shelves of the eModa.com boutique the brand has stonewashed the derrières of some of the hottest celebrities in the Country. Snoop Dogg sought out his LBJ threads like a Dogg with a bone and Busta Rhymes is 'rapped' with his pair of Crystal Cove LBJ's. Flo Rida Miami's hottest bad boy has been all over the place with them…even gracing the front page of eModa.com in them for an in house photo shoot, as well as Jeremy Shockey, Ryan Howard, Riley Cote and even Jimmy Rollins.

"We are very fortunate that we have such an amazing relationship with this brand and that it does phenomenally well for us. I feel that every celebrity that approaches me to do an emoda.com photo shoot, always without fail requests that Laguna Beach jeans be included in the shoot. People of all walks are obsessed with them, including myself.. I have tons!", says Michelle Miller Marketing and PR for emoda.com.

"One of the reasons LBJ are hot property is their exclusivity. LBJ's creators have very strict distribution criteria -- not just anyone can sell the LBJ line. While there are around 1000 high-end boutiques around the country that sell LBJ in store, there are only one or two who are permitted to sell online. eModa.com was chosen as the flagship online reseller," says Kogan.

As well as being the leading online retailer for the LBJ women and men's designer jeans, eModa.com also has a thriving New York showroom. The NY showroom successfully sells the LBJ line in a traditional retail environment.

The entire line of Laguna Beach Jeans can be accessed online at: http://www.emoda.com/bydesigner.asp?DID=733&category=Lagu....

"The demand for the LBJ women and men's designer clothing led us to open a showroom in the city where fashion brands live or die -- New York. Our New York showroom is the physical embodiment of our online retail experience -- prestigious, exclusive, yet utterly focused on personal VIP treatment for every single customer," said Kogan.

The Laguna Beach Jeans men and women's designer clothing line is constantly evolving. Plans for a whole range of tee's, hoodies, shoes, and accessories are in development. The eModa.com boutique will again be the first online retailer to stock these hot new products as they come off the beach.

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About eModa.com: eModa.com (http://www.emoda.com) is a leading online apparel retailer of the world's most prestigious fashion brands. To serve its extensive VIP shopper list eModa stocks some of the most exclusive, and elusive lines of women and men's designer clothes. Brands include Rock & Republic, True Religion, Ve'Cel, and Laguna Beach Jeans.

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