



# PRESS RELEASE

## **Kitson LA expands into Japan with a \$50M deal with partners Itochu Corporation and Branding, Inc.**

San Jose, CA – December 2008

Creative Brands Group and Kitson LA have finalized an agreement with Itochu Corporation to internationally expand its chain of LA based fashion shops into Japan.

Having signed an agreement with with Kitson, ITOCHU Corporation has made a sub-licensing agreement that gives Branding, Inc. (formerly known as Xavel, Inc.) exclusive rights to operate the Kitson branded stores in Japan. This agreement covers licenses for Kitson branded products and exclusive rights to use the Kitson name in Japan, while opening and operating Kitson shops.

“We have found the perfect partners in Itochu and Branding Inc. for Kitson LA’s expansion into Japan”, says Ken Raasch, CEO of Creative Brands Group. “The Kitson brand is already known by the Japanese consumer, but with Branding’s expertise can become the most powerful and trendsetting retail store chain in Japan.”

The plan is to launch hip, trendy fashions from LA by various means, including selected up-to-the minute imports, development of accessories through collaboration with celebrities, and the proposal of a wide variety of Kitson lifestyles for women, men and kids. The first store will open in Spring 2009, and will be operated by Branding, Inc. who is aiming to open twenty stores in the next five years, and is projecting net sales of 5 billion yen.

### **ABOUT BRANDING INC.**

Branding, Inc. operates Japan’s largest women’s website dedicated to women’s fashion in Japan, and is actively engaged in brand production projects and e-commerce projects for apparel and beauty products. Branding Inc. also has a successful track record with cross-media promotions through the TOKYO GIRLS COLLECTION events.

As the company name suggests, Branding, Inc. wishes to introduce Japanese brands together with its sub-culture to the rest of the world, under the corporate philosophy “branding Japan, branding world.”

### **ABOUT KITSON LA**

Kitson was established just five years ago on hip Robertson Boulevard in Los Angeles and has quickly become the favorite stop for many celebrities and the who’s who in Hollywood. The boutique’s merchandise is seen in leading fashion and lifestyle publications and is cited by many of these same magazines as the shopping destination for the latest trends. Kitson’s team of buyers creates and hunts for the hottest and newest trends as they shop the world. Kitson’s products are also available through its e-commerce site [www.shopkitson.com](http://www.shopkitson.com).

#### ABOUT CREATIVE BRANDS GROUP

Creative Brands Group, Inc. is a brand development and licensing agency that develops brands and product programs with a focus on licensing, branded retail, direct response television and home shopping. CBG is headquartered in San Jose, CA with satellite offices in Atlanta, New York, Santa Barbara and Tokyo.

For more information, please contact:

Creative Brands Group, Inc.

Lisa Nixon, Vice-President

Ph.: 408-907-9943

Fax: 408-907-9950

[lnixon@creativebrandsgroup.com](mailto:lnixon@creativebrandsgroup.com)