

Contact: Berns Communications Group
Stacy Berns/Jessica Liddell
212-994-4660

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**LF USA AND FASHION VISIONARY RACHEL ZOE TO CREATE NEW
CONTEMPORARY LIFESTYLE COLLECTION**

New York, N.Y., June 16, 2010 – LF USA today announced a partnership with stylist and fashion influencer Rachel Zoe to create a new contemporary lifestyle collection that is vintage-inspired, with a sexy and sophisticated allure.

The Rachel Zoe lifestyle collection will reflect her strong connection to the stylish, contemporary consumer and will offer a unique selection of women's apparel, footwear, handbags, jewelry and accessories.

"I have always been inspired by the glamorous iconic women of both the world of fashion and Hollywood," said Rachel Zoe. "This new lifestyle collection fulfills my lifelong passion to create pieces that provide affordable glamour and luxury and reflect one's individual style. I am so excited to be partnering with LF USA which has the expertise and resources to turn my vision into reality."

Rachel Zoe will oversee the creative vision for the brand and will work closely with LF USA to expand the collection globally through innovative marketing and distribution

initiatives that include better department and specialty stores as well as an e-commerce platform.

“As a trendsetting stylist, television personality, and best-selling author, Rachel Zoe is a true visionary in the contemporary market,” said Rick Darling, President of LF USA. “We see tremendous opportunities to support Rachel Zoe’s talent as a designer and to build a new, differentiated brand concept.”

About LF USA

LF USA, is a subsidiary of Li & Fung Limited, the Hong Kong headquartered multinational export group and is recognized as the world's leader in consumer goods design, development and sourcing. From over 80 offices in the United States, Europe, Africa and Asia, the Group manages the supply chain for retailers and brands worldwide and sources from more than 40 economies. Corporate website: www.lifung.com

About Rachel Zoe

Rachel Zoe is one of the most influential forces in fashion today, residing at the crossroads of commerce, fashion and celebrity. The designer and fashion stylist to Hollywood’s elite reaches a global audience with her message of attainable, everyday glamour through her *New York Times* best-selling book, *Style A to Zoe*, hit TV show, *The Rachel Zoe Project* and daily subscriber newsletter, *The Zoe Report*, an insiders guide to fashion and style. For more information on Rachel visit www.rachelzoe.com or follow her on Twitter @rzhelzoe.

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