

Dugen Thomas
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THE DENIM REVOLUTION
Dugen Thomas' Debut Dares to be Different

SAN FRANCISCO (October 30, 2008)- Dugen Thomas has announced it will launch its premiere denim line in an event that can only be described as sexy, dramatic and cutting-edge.

Dugen Thomas will launch its first denim collection at San Francisco's Cathedral Hill Hotel on November 6, 2008 at 7:00 pm. This exclusive event will include a launch party and a fashion show unlike anything the fashion industry has witnessed before.

Prepare your visual senses for the ride they are about to experience. Denim stars in this revolutionary event, which will combine innovation and sex appeal in the latest fashion spectacle produced by Polina Fashion LLC. Attendees will have an exclusive opportunity to explore the newest, sleekest and most luxurious wave of denim offered. From business lunches to the latest lounge to the hippest club, Dugen Thomas denim will make a statement in every occasion.

Dugen Thomas President and CEO DeNay S. Thomas-Ramsey, the former CEO of a real estate and investing company, created the company after finding a void in the market for versatile yet stylish business wear. Thomas-Ramsey explains, "I believe image is important and you should always strive to look your best at all times. 'Dress to impress' is a slogan I live by and ease, luxury and being current are a very important part of that."

The denim line is a glimpse of what is to come for the rest of the collection which will expand to include not only denim, but complete business casual looks. The complete fall and winter lines will debut in February. The complete collection can be worn in a multitude of settings from the workplace to nights out without sacrificing style or comfort. Clean lines and expert tailoring have made the collection edgy, smart and distinctive.

To Ramsey, fashion is more than just clothes. Fashion is a new milestone. It's a new job. It's meeting someone special. DeNay Ramsey is passionate about empowering his customers through fashion. He explains, "It excites me most that I have been blessed to follow through with a plan and use it to make a difference throughout the world. I am extremely fortunate and grateful to have the opportunity to really live out my dream." As part of making a difference in the world, Ramsey donates 5% of profits from the collection to various charities.

Doors will open at 7:00 pm and the fashion show will begin at 8:00 pm. This is an exclusive event open to buyers, press, celebrities and select industry insiders by invitation only. To request an invitation or to receive more information, please contact Dugen Thomas' Public Relations firm, Polina Fashion LLC, at info@polinafashion.com.

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