

## **Designer Jeans Added to Popular Online Retailer**

### *InTrends.com Expands High End Fashions to Include Designer Denim*

December 10, 2007 (FPRC) -- [www.InTrends.com](http://www.InTrends.com), a leading online retailer of designer apparel & accessories, today announced an expansion in their product line to include designer jeans from True Religion, Antik Denim, Diesel, Dolce & Gabbana, Habitual, Pure Venom among many other brands of designer denim. The newest additions follow recent expansions of clothing, sunglasses and designer handbags.

InTrends began offering customers the best prices on designer shoes and designer handbags featuring top brands such as Fendi, Prada handbags, Gucci Shoes plus many other designer and luxury shoes and handbags. Fashion savvy customers familiar with the quality and demand of high-end fashions can find significant savings on their entire wardrobe, when shopping online at [www.InTrends.com](http://www.InTrends.com). With the addition of accessories like designer sunglasses and now the new line of designer denim, InTrends.com has truly become a fashion portal for online shoppers.

"As many of our repeat customers have come to rely on our quality and unbeatable prices, we are pleased to add this newest line of designer apparel to our product offering. We have been planning the addition of designer jeans for some time, and we're thrilled we were able to get this launched in time for holiday shoppers," stated Sam Darwish, spokesperson for InTrends.com.

InTrends.com now offers 17 different designer denim labels including Genetic, Frankie B, Diesel, Silver, MEK Denim and many others. The fashion industry is often shaped and molded by celebrities, either by their inclination towards a brand by choice, endorsement or manufacturing. Fashion and celebrity apparel are almost synonymous, but InTrends.com seeks to bring the apparel of designer and celebrity style to everyone. "We want to offer customers many choices in designer jeans as well as giving them the freedom of choice in shoes, handbags, sunglasses and accessories. Our goal is to provide designer trends from head to toe at prices that don't require a celebrity income," concluded Darwish.

The addition of designer jeans is a core aspect of the InTrends.com growth strategy, further solidifying customer retention and satisfaction. Just last month, InTrends announced the addition designer sunglasses and the line of Dolce & Gabbana Handbags & Clothing to the company's website. Expanding the product categories of authentic designer apparel and accessories has been a primary goal for the company for some time. With the growth strategy and customer retention plan that the company has set forth, widening the product focus to include eyewear and clothing are logical developments for InTrends.com.

Featuring other products such as Prada Handbags, Prada Shoes, Gucci, Fendi, Chloe and other top designer brands, InTrends.com has been providing authentic designer handbags, shoes and apparel since 1998. Offering uncompromising quality, affordable prices and current trends are core values the company thrives on.

#### About InTrends

InTrends is an online retailer of designer handbags, designer shoes, and now designer jeans, offering luxury apparel and accessories featuring top designers highlighting the latest trends and

fashions. Providing quality, authentic fashions and accessories for men and women nationwide, the company prides itself on making style and fashion at irresistible prices. InTrends is U.S. owned and operated providing handbags, shoes, clothing and accessories from top designers from around the world. Founded in 1998, InTrends is a privately held firm, with headquarters in Irvine, CA. For more information, please visit [www.InTrends.com](http://www.InTrends.com)

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