

## **Women & Men's Designer Clothing Store eModa Is the Destination for Celebrity Shopping and Spotting**

*Exclusive online men and women's designer clothing retailer, eModa.com is making headlines with their spate of celebrity clientele. The boutique stocks fashion's hottest brands that frequently grace the red carpet.*

September 11, 2008 (FPRC) -- PHILADELPHIA, PA -- Celebrities are the undeniable style-setters of the 21st Century. Their choice of clothing can launch a brand into the spotlight overnight. eModa.com is a high-end online boutique that has a reputation for stocking the most popular celebrity brand choices in the country.

Over the past few years, the eModa.com boutique itself has become a popular choice with celebrities from sports, music, and television.

"We have a running joke at HQ that if eModa.com was a physical designer store, we'd have to keep closing our doors to the public for our celebrity clients. Thankfully, we can allow our celebrity VIPs to come in and shop around and still give an access-all-areas pass to the public," jokes Dan Kogan, CEO of eModa.com (<http://www.emoda.com>).

"Jimmy Rollins (NLB 2007 MVP) and his girlfriend Johari Smith came in to try on all of the latest women and men's designer clothing. They put in special requests to view some of their favorite designer brands, and then modeled them for us. Jimmy and Johari and big fans of Antik Denim, Dream Control Hats, and Laguna Beach Jeans," said Kogan.

Jimmy's Philadelphia Phillies teammate Ryan Howard is also an avid shopper at eModa.com, as is Dancing with the Stars' Stacy Keibler, Jeremy Shockey (NFL 4 time Pro Bowl TE), Shannon Doherty, and countless other celebrities and sports stars.

"I think part of the appeal for celebrities to shop at eModa.com is because we're not a traditional retail store. Shopping with the paparazzi continuously snapping through store windows can be very stressful. At the eModa.com headquarters or online boutique, celebrities can shop in peace," said Kogan.

"We can provide something at eModa that no other stores can. We are one step ahead so these very exclusive clients have the ability to trust our tastes and help them in their wardrobing needs. We take what we do very seriously and I think our VIP clientele appreciates that as well as all our online users." Says Michelle Miller Marketing and PR for eModa.com.

Ultra-famous rapper Snoop Dogg recently visited the eModa.com headquarters for a photo shoot as well as a sit down interview with Michelle Miller. He had to check out their range of men's designer jeans and apparel.

"We had a great time with Snoop and he has even recently requested that I help him with wardrobing him and his two sons for the upcoming season of Fatherhood on E. I am looking forward to watching eModa styles on this seasons show." Michelle Miller, Marketing and PR eModa.com.

The men and women's designer jeans boutique prides itself on creating an exceptional customer experience, whether the client has an A-list status or just A-list tastes.

"At eModa.com we meet all of the demands of celebrities and our discerning clients. We have the hottest men and women's designer clothing brands in the one spot. Also, because of our quality wholesaler reputation, we can often get our hands on lines of clothing or particular items that are near impossible to get anywhere else," says Kogan.

eModa.com continues to expand its exclusive star studded range of men and women's designer jeans and clothing. All of the top brands are available for purchase safely and securely via their online store.

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, and Ve'Cel.

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