

## **Women's Designer Clothing Retailer eModa.com Hangs Out At the Park With Chester Bennington**

*Lead singer of Linkin Park, Chester Bennington, launched his cutting edge line of designer clothing Ve'Cel last year. The owners of the flagship online boutique eModa.com caught up with the singer for a coffee and a photo shoot.*

September 12, 2008 (FPRC) -- PHILADELPHIA, PA -- With countless celebrities trying their hand at fashion designing, it's refreshing to find one who is brutally honest about his expectations for the line. In a video interview at the launch party of Chester Bennington's fashion line Ve'Cel, Bennington is quoted as answering the question 'What can we expect from the new clothing line?' with 'can expect it not to suck!'

Like the singer himself, the Ve'Cel line does have a strong brand proposition, refreshingly honest and naturally cool. These are reportedly the characteristics that he chose in his first online retailer for his women and men's designer clothing line, eModa.com.

When asked why he chose eModa Chester stated, "We picked eModa to be our online flagship store because they are ahead of curve in terms of style and trend setting brands."

eModa.com has a reputation among those in the know. People in the fashion world tend to gravitate towards the site because the dedication the site has to providing not only the most up to date fashions but it also provides a lifestyle.

"eModa.com has a reputation as the most exclusive men and women's designer clothing retailer. But we don't try too hard to prove that we're hot, it just happens organically, through word of mouth, and our celebrity clientele. Being chosen to be the flagship online retailer of Ve'Cel was the most recent development that has added to our style-cred," says Dan Kogan, CEO of eModa.com (<http://www.emoda.com>).

Bennington has a busy schedule as the lead singer of band Linkin Park, which keeps him firmly in the spotlight. Recently he took some time out to hang out at a Linkin Park concert with the owners of the flagship online boutique for Ve'Cel, eModa.com. The entire Ve'Cel line is available on eModa at: <http://www.emoda.com/bydesigner.asp?DID=774&category=Vecel>.

"Our meeting with Bennington was one part business and one part pure fun -- We can't help but have fun when we're with Bennington. We did a photo shoot with him behind the scenes at the Linkin Park concert and his rock star worthy hotel room."

"Shooting Bennington was just so uncomplicated and enjoyable. While he is an absolute pro, with the perfect 'don't mess with me stare' when the camera's are flashing, he can also sit down and have a coffee and a chat," said Kogan.

"Chester brings something to the table that other people in his industry don't bring with them to the fashion label table. He is very involved in all aspects and makes himself available for whatever is needed from him to grow his brand. This level of dedication proves to me that this is not just a hobby for him, and Ve'Cel will continue to make an impact in fashion." Michelle Miller, Marketing and

PR for eModa.com.

The owners of eModa.com men and women's designer jeans and clothing are continuously updated by the designers themselves on their stylistic direction for their clothing lines. "Chatting with Bennington was inspiring. He is unashamedly individual and has a great moral conscience. And that's what he wants to translate into his Ve'Cel men and women's designer clothing line. He has some big plans for the range, which we were privileged to hear about," said Kogan.

eModa.com has the full range of Ve'Cel women and men's designer clothes available through 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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