

FOR IMMEDIATE RELEASE:

THE LAUNCH OF WEEKLY COUTURE

TORONTO, Ontario, September 22, 2006 – The much-anticipated Weekly Couture, an online Canadian weekly publication, will be launching its very first issue at www.weeklycouture.com. The launch party will be held at V Club in Toronto and will celebrate the premiere issue of Weekly Couture.

Weeklycouture



Jennifer Seligman, Founder and Editor-in-Chief, will be hosting the party at V Club on September 29, 2006. The launch party will commence at 7:30 p.m. and will include a mini fashion show presentation by L'Oreal Fashion Week label Kavi Kavi and jewelry donated by J & S Jewels, and makeup touch-ups by NARS Cosmetics makeup artists and great gift bags for press and invited guests. Sponsors for the event include Tab Energy Drink, Too Faced Cosmetics, NARS Cosmetics, Jewcy, Kavi Kavi, Erin Kleinberg Vintage Couture, J & S Jewels, Peek Keep, Beauty Bliss Cosmetics, Phyto, SASSON Magazine and catering by Nutrition in Motion (NIM).

"I am very excited for this launch," admits Founder and Editor-in-Chief Jennifer Seligman. "After working in partnership on a comparable online weekly publication, it has been very rewarding to go off on my own and make all of the important creative decisions without compromising my personal vision."

Weekly Couture is an online weekly publication dedicated primarily to lifestyle and fashion. Subscribe to find out about the latest events, parties, clubs, restaurants, spas, products and fashion trends - and the best part is – it's absolutely free!

Club V, furnished by interior designer Irfan Bukhari, is located at 88 Yorkville Avenue.

To schedule an interview with Editor-in-Chief Jennifer Seligman, please call 416-371-7129 or email editorial@weeklycouture.com. To see a preview of the premiere issue of Weekly Couture, please visit www.weeklycouture.com.