



September 2, 2003

It was an absolute pleasure to work with Station Avenue Productions and the group *Peaches & Herb* for the launch of the new Escada fragrance. The event was held at a new venue called Branch in New York City on Tuesday, July 15th from 6 to 9 p.m. The fragrance is called *Magnetism* so we thought it would be perfect to get a group like *Peaches & Herb* to perform their sultry love songs like "Reunited" along with their fun, lively songs like "Shake Your Groove Thing" and they did not disappoint. The group arrived on time for sound check and they were incredibly professional. When it came time for the performance they looked and sounded amazing! They performed for over an hour and everyone hit the dance floor and sang along. We received numerous phone calls and emails from editors after the party saying that it was one of the best events they had ever been to - and they go to a lot! I look forward to working with Station Avenue Productions on future projects.

Sincerely,

Julie Dim

Alison Brod Public Relations
400 Lafayette St., 5th Floor
New York, NY 10003
(212) 230-1800
julie@alisonbrodpr.com