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BRIDAL HOUSE JLM COUTURE ANNOUNCES NAME CHANGE OF JIM HJELM OCCASIONS TO HAYLEY PAIGE OCCASIONS

New York, NY (December 14, 2015) – Bridal house, JLM Couture said today it is changing the name of its core bridesmaid collection from Jim Hjelm Occasions to Hayley Paige Occasions. Hayley Paige has been the head designer of her namesake bridal line since joining JLM Couture in the fall of 2011.

"This is a 'say yes' industry, so when I was asked about designing the Occasions collection two years ago my answer was as easy as saying yes to an extra scoop of ice cream!" exclaims designer, Hayley Paige. "But seriously, this division has offered me a major opportunity to energize a very relatable and inspiring demographic. My continued goal in designing this collection is to creatively treat life like the special occasion it is."

Hayley Paige has been designing the Jim Hjelm Occasions collection since Fall 2013 so the label transition is expected to be seamless, with changes already made on the brands social media sites. The newly labeled Hayley Paige Occasions line will continue to feature award winning dresses with superior craftsmanship, beautiful fabrics, in an array of fashion forward colors.

"The change is a natural branding evolution that reflects the design direction of the collection and Hayley's influence and aesthetic," says Joe Murphy, JLM Couture President and CEO. "It will also help the company cross promote between the brand classifications more effectively."

The new Hayley Paige Occasions collection will be shipped to stores early 2016.

ABOUT JLM COUTURE: JLM Couture, Inc. is a multi-label bridal house engaged in the design, manufacture, and distribution of bridal gowns and bridesmaids dresses. The company's bridal gown collections are Alvina Valenta, Hayley Paige, Blush by Hayley Paige, Jim Hjelm, Lazaro, Tara Keely, Lovelle, and Ti Adora, as well as Hayley Paige Occasions. JLM is traded over the counter.

ABOUT HAYLEY PAIGE: Perhaps youthful charm and beauty are the first things you notice when meeting wedding gown, design sensation, Hayley Paige. But after a relatively short time in her company you are quickly convinced of the scope of her fashion vision and her determination to accomplish, an ambitious set of design and business goals. As the head designer of Hayley Paige, Blush by Hayley Paige, Jim Hjelm, and Occasions collections at JLM Couture, her dresses are fiercely fresh and have carved out a unique niche in the bridal fashion world.

Her collections are attractive to a high profile clientele of women across the country and internationally. With a goal to eventually launch ready-to-wear, she recently debuted specialty evening wear and statement pieces under the Hayley Paige collection. Hayley Paige's pieces have been worn by socialites, personalities, and famous style-setters such as Chrissy Teigan, Olivia Wilde, Kristen Taekman, Jamie Lynn Sigler, Hilary Rhoda and Peta Murgatroyd.

Raised in California, Hayley Paige captures a clever aesthetic that balances playfulness with exceptional detail. Her imaginative interpretations and desire to dress the unique and chic have provided a foundation for an unparalleled take on bridal wear. Fully embracing the creative process of design, she approaches her craft from an appreciative place of pure enjoyment.

Paige began her fashion career by interning for Nina Garcia at Elle magazine while attending Cornell University. She went on to work in ready-to-wear for Jill Stuart after receiving honorary attention for her 10-piece bridal collection shown during her graduating year. Eventually her dedication to all things creative led to wardrobe design and styling; where she developed an appreciation for European elements and new Hollywood. Always considering bridal the epitome of dress wear, Hayley Paige established herself as an integral designer for the Melissa Sweet bridal and bridesmaid collections and was the primary designer behind the first Marchesa *Eterna* bridal collection at Priscilla of Boston. She also co-founded and later sold her half of the start-up company, Something Borrowed LLC in early 2011. Brought on as a head designer at JLM Couture in the fall of 2011, JLM funded the launch of her namesake collection at the young age of 25.

Her dresses can be found in elite bridal publications, such as Brides, The Knot, Martha Stewart Weddings and Town & Country Weddings as well as featured on television segments including The Today Show, Good Morning America, E! News, Say Yes to the Dress, and morning news stations around the country. Her endearing and personalized approach to social media has built a community of brides on Instagram at nearly 200k followers. Her collections are available nationwide in bridal boutiques including the JLM Couture flagship salon in West Hollywood, CA. Paige also plans to launch a capsule ready-to-wear collection featuring cocktail dresses and stylish separates in the spring 2016.

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