



May 8th, 2014

JLM Couture Announces Hayley Paige As Designer of Jim Hjelm Bridal Collection

New York, NY — May 8, 2014 — JLM Couture, Inc (OTC Market: JLMC) announced today that Hayley Paige will assume the additional role of designer for Jim Hjelm Bridal and Occasions collections.

JLM president and CEO, Joseph L. Murphy, noted that, “over the past several weeks, Hayley and the JLM creative staff have been planning to unveil a new and exciting look for the Jim Hjelm Bridal collection.” He said he believes the market will be energized by the collection’s unique and fresh direction for Spring 2015.

The celebrated young designer is widely recognized as the premier young talent in bridal design. Her eponymous Hayley Paige and Blush by Hayley Paige collections are among the fastest growing upscale bridal lines in the marketplace. Both bridal collections appeal to the flirtatious side of femininity, characterized by an array of stylish details from glistening jeweled boleros to full flounce alabaster skirts.

"The Jim Hjelm bride has long been a signature of grace and modernity," said Ms. Paige, "I look forward to stripping her down and reinvigorating her spirit; delivering something that is provoking and elegantly iconic, while maintaining a polished and sophisticated aesthetic."

Prior to JLM Couture, Inc, Ms. Paige was a member of the design staff of Priscilla of Boston for Melissa Sweet and also held the position there of designer of the Marchesa Eterna Bridal collection.

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About JLM Couture, Inc

JLM Couture, Inc is a multi-brand luxury bridal house engaged in the design, manufacture, and distribution of bridal, bridesmaid, and special occasion gowns. The company’s bridal gown collections are Lazaro, Jim Hjelm, Alvina Valenta, Hayley Paige, Blush by Hayley Paige, Tara Keely, ti adora by Alvina Valenta and Lovelle by Lazaro. The company's bridesmaid and special occasions collections are known as Alvina Valenta Bridesmaids, Jim Hjelm Occasions, and Noir by Lazaro. JLM Couture is traded over the counter. JLM products are distributed in approximately 600 retail store throughout the United States and 200 stores internationally. For more information, please visit www.jlmcouture.com