

Divine Ray, LLC.

Los Angeles, California

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PRESS RELEASE – Launch of Spring 2013 Collection, Grounded Earth!

Divine Ray launched its spring 2013 collection on Sunday, November 18th 2012 at 6.00 pm at William and Jane Bristol Civic Auditorium, 16600 Civic Center Dr. Bellflower, CA 90706. The launch was part of a Talent and Beauty contest, Miss India Southern California. This event was covered by NRI Press, India West, India Journal, South Asian Chronicle and was broadcasted by SAHARA ONE television.

A boutique apparel label, Divine Ray is exclusively dedicated to educating and promoting "Khadi" and its values. "Khadi" which is of monumental historical significance, is a spiritual fabric that is breezy in texture and easy to wear. "Khadi", at Divine Ray, stands for pure breathable cotton that is hand spun, hand woven and hand dyed by the best artisans in the industry. Divine Ray aspires to revive this rich historical fabric into timeless designs appealing to the men and women of today.

Divine Ray's 2013 collection was showcased by eight male models. The collection that was launched on Nov 18, 2012 was the first from Divine Ray's stable and was aptly called "Grounded Earth". It was inspired by the colors that are created where the earth meets the sky and also by the joy of a child smelling the earth after a fresh rainfall. Grounded Earth collection was made from Divine Ray Khadi and is dedicated to Men's shirts.

Fashion shows were intertwined between the talent and beauty pageant rounds. In sharp contrast to Divine Ray's Khadi collection, a display of Shekhar Rahate's Spring and Summer 2012 haute couture gown collection for women also wooed the audience as his models showcased over 15 gowns. The richly crafted attire was made with exotic brocade and sari fabric and contrasted with outlandish headdresses often topped with tribal plumes which swooped and drooped.

The entire fabric making process of Divine Ray is done by hand and does not use any electricity and is very eco-friendly. Additionally Divine Ray strives to reduce our carbon footprint by using bio-degradable material for packaging as well. As part of its social responsibility, the company is committed to donating portion of its profits to charities.

The winner of the pageant was a 20-year-old pre-med student at California State University Long Beach and a past American Idol contestant, Priyadarshini Roy. Jill Shah, 20, was named 1st runner up, while Zoya Khan, also 20, followed as 2nd runner-up.