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**INTERNATIONAL DJS & ARTISTS JOIN GLOBAL CLOTHING BRAND BENCH.  
FOR A VIP BEACH PARTY IN MIAMI TO CELEBRATE THEIR UNITED STATES LAUNCH**

NEW YORK, NEW YORK, March 24, 2011 - Global Clothing Brand Bench. hosted an exclusive beach party yesterday at the Gansevoort Miami with MixMag to kick off the Ultra Music Festival. International DJs and artists including **Lil Jon, DJ Poet Name Life, Ammo, DJ Irie, Danny Castro, DJ Jessica Who, DJ Calvin Harris, DJ Troy Kurtz** and **Orfeh** joined Bench. in celebrating the launch of their first collection in the United States, and enjoyed exclusive pieces of Bench. gear not yet available in the U.S.

At the VIP lounge, Bench. showcased top styles from their SS11 collection, and offered guests an exclusive look into the brand's history, which is greatly influenced by the underground music scene. All VIP guests at the lounge signed "The Chronicles of Bench." campaign canvas.

Performers at the all day beach party included: **Danny Tenaglia, Marco Carola, Riva Starr, Felix Da Housecat, Wolf and Lamb, Soul Clap, Busy P, DJ Mehdi, Oscar G, Umek, Sunnery James and Ryan Marciano, Chus + Ceballos and Boris.**

ABOUT BENCH.: Bench. originated from Manchester in the dynamic late '80's, a time of thriving youth subcultures; skateboarding and bmxing were on the rise and the 'madchester' music scene was about to take the world by storm. Bench. was at the heart of this energetic, exciting time, taking its inspiration from the people around it to make innovative, relaxed clothing, built for the eclectic world they lived in. Bench.'s presence has expanded to over 30 countries, with stores in the UK, Canada, Germany, Spain, Portugal, Switzerland, Austria, Poland, Czech Republic, South Africa, and Russia. Bench.'s attitude is infectious. From their humble beginnings to global status, they've stayed relevant and true by constantly striving to create innovative, fashionable clothes inspired by real people and the real lives they lead. [www.bench.co.uk](http://www.bench.co.uk)

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