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**GRAMMY® WINNERS, NOMINEES AND PRESENTERS
BACKSTAGE AT THE OFFICIAL GRAMMY® GIFT LOUNGE
HOSTED BY GLOBAL CLOTHING BRAND BENCH**

NEW YORK, NEW YORK February 17, 2011 – Global clothing brand Bench celebrated its launch in America this past weekend at the Official GRAMMY® Gifting Suite backstage at the Staples Center.

Celebrities including Stevie Wonder, Dominic Monaghan, Kings of Leon, Paramore and Ricky Martin enjoyed Bench's first-seen US collection. Other artists that visited the booth included GRAMMY® winners Muse and Arcade Fire and also Donnie Wahlberg, Carey Mulligan, BT, Rami Jaffee, Janelle Monae and Cee-Lo Green.

Donnie Wahlberg loved the brand so much he changed into the Invasion t-shirt on the spot and Jennifer Hudson couldn't live without Bench's patterned leggings. LMFAO were so into Bench's music they started dancing in the suite. Most popular amongst the men was Bench's Alternative jacket and their logo tees, and the women gravitated towards the BBQ jacket and Duo zip-up jacket.

All artists signed "The Chronicles of Bench" campaign canvas, which will be donated to the Music Cares charity.

Bench, the men's and women's leading global fashion brand, originated from Manchester, UK in the late 80's. Their Official Suite backstage at the 53rd Annual GRAMMYS® marked the unveiling of their Spring/Summer 2011 collection backstage for presenters and top musicians.

The line will be sold in the United States starting Fall 2011 at better department stores and specialty stores. Bench will also open its first US showroom at the end of February, located on West 39th street between Time Square and Herald Square.

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.

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