



FOR IMMEDIATE RELEASE: 6/20/06 (Los Angeles, CA)

YOU ARE NEVER TOO OLD TO BE HIP: SENIORS ARE HOOKED ON HIPPIE INK

What is the latest fashion statement for the over 65 set? Nothing more than one of the oldest logos in design history.. the "Peace Sign".

Fashion conscious mature women are buying the HIPPIE INK Peace Sign shirts in record numbers. Leading upscale ladies retailer Robert Ellis, owner of Robert Ellis Boutique in Studio City, caters to women of all ages. Robert states, "The response to HIPPIE INK has been tremendous. My mother, Marie Shabkie, loves the Peace Sign shirt and she pairs it with her dressy pantsuits."

HIPPIE INK by Jennifer Ashley is available in over 75 stores across the country, as well as in Paris. This youth oriented line has been discovered by celebrities of all ages from Aly & AJ, Jennifer Aniston and Eva Longoria to Marilyn McCoo and Jane Fonda.

Media Contact: Melinda Manos 818-865-1058