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**FASHION FORWARD LOUNGEWEAR LINE LAUNCHES BRANDING AND
WEBSITE FOCUSED ON WHAT A WOMAN WANTS**

New York, New York (July 9, 2009) – BRULEE, a sultry new lingerie line launched by bi-coastal designer Kristian Giambi, wife of New York Yankee-gone-Oakland A's Jason Giambi, will make its debut at Curve NY August 2, 3 and 4th, 2009. The line features a four-part collection of loungewear and lingerie including BRULEE CLASSIC, BRULEE LOUNGE, BRULEE BOUDOIR and BRULEE BLACK. The line ranges from sexy leggings to nighties to chiffon shorts and even comfy nightshirts that are all marked by their simple elegance and fashion forward trims and embellishments.

Deuce Creative, a women-owned and operated branding agency, developed the branding for the line and launched www.brulee.net this week. The site features the new line being offered for spring delivery. Deuce also designed the look book available through BRULEE or Olivia Feldman's Showroom in New York. "This line definitely speaks to what women want," says Aimee Smith, FIT Alumni and Co- Founder of Deuce Creative. "It is more about what makes a sophisticated woman feel sexy than anything else. It is very refreshing."

As for what inspired the line, Giambi recalls "there was just something missing in the market". The BRULEE brand speaks to powerful women with a feminine edge and does so with quality construction and simple details. The line also gathered inspiration from Giambi's lifestyle. Being immersed in the jet set lifestyle of a professional athlete, she started to pay attention to the pieces she was packing. She wanted versatile, sexy pieces that traveled well. "Some of the pieces can be worn as blouses or camis," says Giambi.

ABOUT BRULEE

BRULEE is a New York based lingerie and loungewear line that targets powerful woman with a feminine edge. The line debuts at the lingerie and loungewear show, Curve NY August 2, 3, and 4th, 2009 in New York City and is now available for spring delivery. www.brulee.net

ABOUT DEUCE CREATIVE

Deuce Creative is women-owned boutique branding agency based in Houston, Texas. The firm focuses on building strong brands for emerging companies and rebranding established companies. The firm's core competencies are branding, print collateral, ad campaigns, website design and development. For more information regarding branding and Deuce Creative's services contact Megan McBride at 713.863.8633 or visit www.deucecreative.com