

WONDER WOMAN MEETS HER MATCH

Diane Von Furstenberg launches Wonder Woman-inspired Collection for Holiday 2008

It was inevitable that two of the most powerful and passionate women in the world would eventually join forces - and now they have. International designer, Diane Von Furstenberg and Warner Brothers Consumer Products - on behalf of DC Comics - announced today that they have collaborated to launch a Wonder Woman-inspired collection of ready-to-wear clothing, accessories and footwear. The limited collection was inspired by the recognizable motifs associated with Wonder Woman, an iconic figure in the world of comics and television and a symbol, Von Furstenberg says, of "female strength, independence and freedom."

Von Furstenberg, whose clothing women have idolized for over three decades, was a natural fit as the designer of this collection. Her feminine and naturally instinctive collections over the years have always been an homage to women and their bodies. Like Wonder Woman, Von Furstenberg has been a super-hero herself to a generation of women who are fans of her ability to get so much of what they want, right. "Diane Von Furstenberg's creative vision is an excellent fit for such an iconic symbol of feminine empowerment. We are very pleased that Wonder Woman inspired her to create this beautiful collection," noted Paul Levitz, President and Publisher, DC Comics.

Proceeds from select pieces in the Wonder Woman Collection will be donated to Vital Voices Global Partnership, a Non-Governmental Organization that trains and empowers emerging women leaders and entrepreneurs around the world. Von Furstenberg serves on the organization's board.

ABOUT THE DIANE VON FURSTENBERG BRAND

Feminine. Sexy. Smart. Diane Von Furstenberg (DVF) knows the female body intuitively and intimately. Designing her popular and instantly recognizable wrap dresses since 1972, Von Furstenberg knew what women wanted and brought it alive first on the page and then on the racks and women around the world were immediately smitten. Since then the DVF brand has grown and expanded. Von Furstenberg has established a global reputation for predicting what women want and their never-ending yearning for clothing that makes them feel desirable, feminine, sexy and smart. Although wrap dresses are still signature pieces in Von Furstenberg's collections, the brand has evolved into a line of clothing and accessories that range from pant suits to gowns and from fragrance to candles to scarves (and the beautiful luggage to carry them in). All things woman. All things feminine. All things D.V.F.