

# Heidi Klum Does Collection for Jordache

Looks from Heidi Klum for Jordache.

Heidi Klum and iconic denim label Jordache Jeans are taking their relationship to the next level.

After spending the last year as the face of the Jordache Jeans brand, Klum and Jordache have teamed up to produce a new capsule collection called Heidi Klum by Jordache.

Liz Berlinger, president of Jordache Enterprises, said discussions with Klum about doing the capsule collection began during her photo shoot for the Jordache campaign at the Chateau Marmont in Hollywood more than a year ago. The shoot, which was handled by "Rush Hour" director Brett Ratner, had the feel of a movie production, with 50 to 60 people on scene, Berlinger said.

"As Brett was working on a lot of the details on set we had a lot of downtime with Heidi to see what projects she was working on," Berlinger said. "We started to say, 'Well, you know, Heidi, you're so verbal and aware of what you like and don't like in product, have you thought about doing a clothing line?' That was really the first time it came up."

Klum provided inspiration for the line from her own wardrobe, supplying Jordache with some of her favorite pieces. Comfort was a key for Klum, who envisioned the line as something that busy young mothers like herself could wear.

"She was very sensitive to wanting the line to have a sexy edginess, but not be too revealing," Berlinger said. "She paid a lot of attention to details."

The theme of the initial 20-piece collection, Naughty and Nice, came directly from Klum. There's an emphasis on premium denim, which retails for \$140 to \$170. Blouses, luxury knit tops, sundresses and embellished tops will also be part of the line and retail for \$80 to \$250. It will launch in April exclusively at Bloomingdale's, which Berlinger described as "one of the best retailers to present an idea well and get the word out on a national level."

Klum's international appeal has Jordache speaking with companies in France, Italy, Australia, Germany and the U.K. about distribution rights for future seasons. For fall, Jordache hopes to expand the line domestically to upscale department and specialty stores.

— Ross Tucker

