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Kevan Hall Kicks Off LA Fashion Week in Golden Style **Gold Jewelry Gave Hall's Show a Glow of Glamour and Sophistication**

March 21 2006 (New York, NY) Kevan Hall's Fall 2006 Runway Show kicked off Mercedes Benz Fashion Week in Los Angeles on Sunday, March 19, 2006 at Smashbox Studios, in golden style. Using more than 100 pieces of warm, radiant and real gold jewelry on the runway, Hall showed that glamour, sophistication and gold go hand-in-hand.

This season Kevan Hall was inspired by the iconic style of Diana Ross in the 1975 film "Mahogany". Set in the US and Rome, Ms. Ross' character, Tracy is catapulted from the personal assistant of an advertising executive to the catwalks of Rome and fulfils her dream of becoming a Couture fashion designer. Ross wore tons of gold jewelry in the film, enhancing her every outfit with confident style and fashionable grace. Like Tracy, Hall's 2006 collection was also inspirational, both timeless and modern. Gold jewelry provided the perfect complement for Hall's rich jeweled colors, beaded sequined tweeds and luxurious jacquards.

"I am committed to making women feel beautiful," says Hall. "The confident allure of warm yellow gold is a perfect fit for my fall collection. I want women who wear my gowns to bask in the glory of their own beauty, and nothing makes a woman look and feel as good as gold."

Product from multiple designers and manufacturers was included in the show, and product ranged from stackable gold bangles and layered chains to one-of-a-kind designer necklaces. A total of 32 of Hall's 46 looks were completely accessorized with gold jewelry and styled by Shaye Strager.

Gorgeous golden styles were provided by the following designers: Barbara D'Oro, Bielka, Carolina Bucci, Caroline Ballou, Charles Garnier, Chimento, Deborah Pangle, Di Modolo, Emily Armenta, John Apel for DiLaro, Judy Reinglass, K. Brunini, Mattioli, Roberto Coin, SeidenGang, Slane & Slane, Vendorafa and Vicente Agor.

"We are thrilled to be a partner to Kevan Hall and to be involved in LA Fashion Week," says Duvall O'Steen of the World Gold Council. "Kevan's mission to inspire women to show off their best self is a perfect match for the WGC's 'speak gold' message. Gold looks great on all skin tones and puts a confident smile on the face of the woman who wears it."

For images and more information, contact World Gold Council (212) 317-3880.

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