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**FOR IMMEDIATE RELEASE**

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**Emmy Award Winning KTVU FOX 2 News Anchor Julie Haener &  
Ben Fong-Torres to Broadcast Live in Far East Living Originals  
Catch Far East Living Designs During the Chinese New Year Parade Broadcast  
Saturday, February 23, 2008, 6:00pm ~ 8:00pm on KTVU FOX 2**

**Palo Alto, Calif., — February 14, 2007** — Far East Living, an upscale boutique offering custom tailored fine silk apparel by Esther Yei Shih, has started the year off with a bang! You may have already watched Emmy Award Winning News Anchor [Kristen Sze](#) on KGO ABC 7 earlier this month as she reported the morning and mid-day news on Lunar New Year day, February 7, 2008, in Far East Living's Asymmetrical Shantung Silk Jacket with Ruffled Chiffon Collar and Handmade Frog Closure Embellishment. You'll also find Far East Living's Backless Mermaid Gown in the pages of this month's Gentry Magazine ([www.gentrymagazine.com](http://www.gentrymagazine.com)), the premier luxury lifestyle magazine of the San Francisco Peninsula and South Bay, in their special weddings section along with advice for brides-to-be from Far East Living's designer Esther Shih.

Today Far East Living announced that [Julie Haener](#), KTVU FOX 2's Emmy Award Winning prime-time news anchor has, for the second year in a row, selected a Far East Living piece to wear during her live broadcast coverage of the 2008 Chinese New Year Parade in San Francisco, California. [Julie](#) will be sporting Far East Living's Cashmere Belted Kimono-Inspired Cape with an ornate chrysanthemum cut-out embellishment on the left shoulder. "I received so many great

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comments about the beautiful Dragonfly Trench I wore last year,” said [Haener](#). “I’m very excited about wearing the Kimono Cape this year and really like the idea of being able to wear it both as a dramatic cape or as an elegant jacket with the belt,” [Haener](#) added.

The Kimono Cape was a best seller at the Far East Living Boutique & Gallery over the holidays. Despite the generally lackluster sales reported by retailers across the country, Far East Living bucked the trend and experienced record holiday sales. “We’re primarily a women’s boutique but funny enough, our single best selling item in December was our Men’s Cashmere Mandarin Sport Coat, followed by our Kimono Cape and Signature Silk Brocade Ties,” said designer Esther Shih. “I guess I should expand our men’s collection!” Shih added. The Cashmere Mandarin Sport Coat was also purchased by Oscar nominated actress Michelle Pfeiffer for her husband David E. Kelley earlier last year.

This year [Haener’s](#) co-anchor, former Rolling Stone Magazine ([www.rollingstone.com](http://www.rollingstone.com)) editor and Billboard and Emmy Award winning journalist and author, [Ben Fong-Torres](#) will also be broadcasting in a Far East Living Signature Silk Brocade Tie. The tie features a very traditionally Chinese interlocking “Gong” character brocade in imperial antiqued gold. Also gracing the Parade in Far East Living this year are the parade marshals for the International School of the Peninsula ([www.istp.org](http://www.istp.org)) who will be sporting matching Far East Living Prosperity Jackets in a beautiful red cherry blossom silk brocade. The dramatically high collar and raglan-like sleeve styling on the Prosperity Jacket is a perfect example of a modern twist on a classically Chinese style which dates back to the Ming Dynasty.

KTVU FOX 2’s coverage of the San Francisco Chinese New Year Parade will be broadcasted live on Saturday, February 23, 2008 from 6pm to 8pm and will be re-broadcasted on TV36 later in the evening on February 23<sup>rd</sup> from 8pm to 10pm and again on KTVU FOX 2 on Sunday February 24, 2008 from 10am to 12pm. More information on the parade can be found at <http://www.ktvu.com/chinesenewyear/index.html>.

### **About Far East Living**

Far East Living inspires your individual sense of style with custom tailored designer apparel, handmade jewelry, accessories, items for the home and one-of-a-kind gifts reflecting the finest

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examples of Asian elegance blended with signature contemporary style. Owner and designer Esther Yei Shih enjoys playing with bold contrasts in colors and textures and uses only the most opulent materials such as fine silks and cashmere. Her pieces feature intricate details, luxurious and very exotic accents such as mink and Mongolian lambswool and hand embroidered embellishments. Her designs have been featured on television and worn to many elegant weddings and red carpet events including the Grammy's and MTV's Video Music Awards. Her creations are proudly owned by Oscar Nominated Actress Michelle Pfeiffer, Emmy Award winning writer/producer David E. Kelley, Emmy Award winning KTVU FOX 2 primetime news anchor Julie Haener, Marci Shimoff (co-author of Chicken Soup for the Woman's Soul and Chicken Soup for the Mother's Soul), Oprah Winfrey, Ellen Degeneres, Eva Longoria, Angelina Jolie, countless corporate executives, authors, stylish moms and the most adorable children and babies around the world!

To complement the Asian-inspired apparel, Far East Living also offers treasures imported from China, Vietnam, Indonesia, and Thailand including handbags, fashion accessories, home décor, furnishings, accents and many unique and hard-to-find gifts. Shoppers will also discover handcrafted jewelry and fine art by local artisans. Far East Living's distinctive offerings truly capture the essence of timeless Asian style.

Far East Living is located at 540 University Avenue in Palo Alto, California and can be reached at [www.fareastliving.com](http://www.fareastliving.com) or by phone in the U.S. at 650-328-0800.

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