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### **King Baby Studio Announces Second International Location in Beijing, China.**

**Los Angeles, CA (June 2015)** - King Baby strengthens its presence in China, with a second store at the Village at Sanlitun in Beijing. One of a handful of brands exporting “hand-made in the USA” products to China.

The Village at Sanlitun is an open-air 19-building shopping complex, different from the conventional enclosed air-conditioned commercial developments across Asia. With courtyards influenced by the Beijing of yesteryear, as well as modern pieces and designs by contemporary artists, the vibe attracts modern Beijingers as well as tourists around the world. King Baby is located right next door to Apple which opened its first location in the village bringing high traffic daily.

“King Baby believes in transforming the expected into something new, bringing unique details to artisan products. We believe that quality, tradition, and “Made in the USA” are worth their weight in gold,” says founder Mitchell Binder.

King Baby’s relationship with The Retail Group LTD (TRG LTD) owned by Mr. Cy Ching, is one of the few international retailers that understand the importance of building a lifestyle brand. “This partnership has opened numerous avenues for us for to grow as a company in many categories. There is a need in the market for “Made in the USA” products that reflect a lifestyle and can deliver longevity in the international retail marketplace” says Binder.

The collection captures the spirit of Americana with rock n’ roll sex appeal and includes sterling silver pendants, beaded bracelets, earrings, and accessories detailed with fossilized mammoth ivory, locally mined jet and turquoise.

“This collaboration brings an authentic USA lifestyle brand to the Chinese consumer and new trends to the Chinese jewelry market” says The Retail Group LTD.

#### **About King Baby**

Los Angeles-based King Baby designs, markets and sells premium artisan jewelry. The collection consists of men’s and women’s sterling silver and gold pendants, bracelets, earrings, and accessories. The company has retail stores in Santa Monica, CA, Nashville, TN, and Las Vegas, NV. In the United States, the company also distributes merchandise to better department stores and boutiques, including, Saks Fifth Avenue, Harvey Nichols, and Kitson. Outside the U.S., products are sold directly and through distributors to better department stores and boutiques in China, Japan, Canada, Germany, United Kingdom, France, Russia, Switzerland, and Austria. The company also sells merchandise on its website [www.kingbaby.com](http://www.kingbaby.com)

#### **About The Retail Group LTD**

The Retail Group (TRG LTD) is a leader in retail development and operations with a sophisticated management system that supports store design, marketing, visual merchandise, product analysis, logistics, and training. There are seven offices in China overseeing the successful fashion brand, G Star Raw (200 retail stores, 60 self-operated stores in 7 major cities). Locations include the flagship store, HuaiHuai 344 in Shanghai, Times Square Hong Kong, and The Venetian in Macau. Additional locations include department stores and malls in Beijing, Shanghai, Hong Kong, Macau, Guangzhou, Changsha, and Tianjin.