

CONTACT: REBECCA NETTLETON
SHERSON GROUP

PRESS RELEASE

**SHERSON GROUP CO SPONSORED FASHION WEEK EVENT AT
'ROCKWOOD' ON MERCER STREET.**

TORONTO, ON, OCTOBER 22, 2007: The Spring/Summer collections at Fashion Week this week are being shown all over downtown at chic little clubs just off the beaten path. One such show is by new Canadian designer Salem Moussallam which debuted at 'Rockwood' last night. His label 'Hebebe' features very edgy clothing with a slight nod to the '80's' which he coordinated with Nine West and Enzo Angiolini footwear and Nine West handbags.

The 20 year old charismatic designer from Windsor has come a long way already. With numerous shows under his belt including the L'Oreal Fashion Week in Toronto, Salem Moussallam is emerging fast as a new designer on both local and international scene. 'Hibebe' celebrity clients include Paris Hilton, Eva Pickford (America's top model) Ryan Seacrest (American Idol) and Mena Suvari.

Pictures of the event to follow.