



Munich, 1 June 2011

## A Premiere and a project to support Japan– News from IRMA

IRMA, the illustrated style icon, will start selling her favorite pieces in a limited edition, starting June 2011. T-shirts and canvas shopper in classic IRMA fashion along with an edition of art prints and postcards will be available on [irmasworld.com](http://irmasworld.com) and [myTheresa.com](http://myTheresa.com).

Ten percent of the proceeds will go to the Red Cross to benefit Japanese relief projects. IRMA wants to do her share to help the people in Japan after the recent disaster. After all she has been enjoying a special bond with Japan for more than ten years. IRMA is regularly featured in glossy magazines (Elle, Brutus Casa, Nippon Vogue) and advertising campaigns (Louis Vuitton, Shiseido), enjoying almost cult status among young Japanese women.

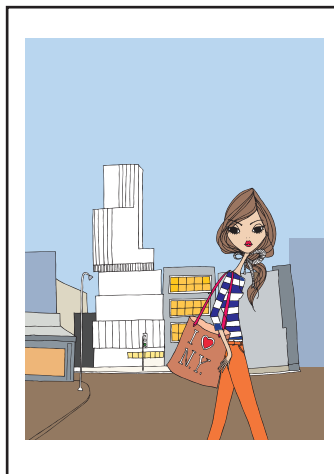
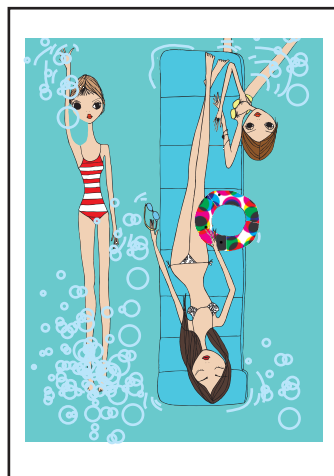
IRMA is the brainchild of Jasmin Khezri, an internationally successful artist, fashion consultant, writer and art director. A spirited, illustrated character IRMA is Khezri's alter ego; a style icon that can be found in international magazines and advertising campaigns, a trendsetter with her own advice column. IRMA regularly publishes on the latest trends, entertainment, fashion and styling tips on [irmasworld.com](http://irmasworld.com), which are also read and commented by a large fan base on Facebook and Twitter.

Jasmin Khezri studied at the renowned Parsons School of Design in New York, and worked as Art Director for the *Süddeutschen Zeitung* youth magazine *Jetzt* as well for *Marie Claire*. Her illustrations have been exhibited in Paris, New York and, most recently, at the famed luxury department store ISETAN in Tokyo.

For more information, pictures or interview requests,  
please contact [info@irmasworld.com](mailto:info@irmasworld.com) .



IRMA T-shirt (one size fits all)  
with tulle bow detail, IRMA Art Postcard set,  
and IRMA canvas shopper with vintage  
cotton ribbons



IRMA signed giclee art prints  
in a limited edition (3/3)