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**EAST MEETS WEST AT FASHION'S NIGHT OUT
BLANC DE CHINE PARTNERS WITH THE MUSEUM OF CHINESE IN AMERICA**
Special Musical Performance by Dana Leong

NEW YORK, NY (AUGUST 2010) – To celebrate the second annual Fashion's Night Out, Chinese-inspired fashion house, Blanc de Chine, will be partnering with The Museum of Chinese in America and graciously donating a percentage of the evening's proceeds to the museum.

Fashion's Night Out, which is a global initiative created to celebrate fashion, restore consumer confidence and put the fun back in shopping, will take place on Friday September 10, 2010. Blanc de Chine, will celebrate by hosting several in-store special events, including special musical performance and CD signing by electric cellist Dana Leong and showcasing items from The Museum of Chinese in America's historical collection. Additional in-store promotions include complimentary catering and cocktails, and a raffle for one of Blanc de Chine's luxurious travel blankets worth over \$400.

Blanc de Chine is located at 673 Fifth Avenue and will be open from 6:00 PM – 10:00 PM on September 10, 2010 for Fashion's Night Out.

About Blanc de Chine

Blanc de Chine was the first Chinese luxury brand that has made a serious effort in transforming traditional Chinese culture into modern lifestyle. It seeks to create unique designs by exploring extensively on different dimensions. Dimension of time - from past, to future and present; dimension of structure - creating clothing that transform from 2D to 3D, and vice versa and dimension of the senses - going beyond mere visual aesthetics to evoke all of the senses.

All Blanc de Chine collections follow the eight design elements of simplicity, serenity, harmony, purity, subtlety, sensuality, functionality and comfort. Blanc de Chine has enabled Chinese designs to combine what is traditional and timeless with modern lifestyle, so the world is able to get a glimpse of Chinese culture in its truest form, in all its splendor and potentials.

www.blancdechine.com

About MOCA

Founded in 1980, the Museum of Chinese in America (MOCA) is dedicated to preserving and presenting the history, heritage, culture and diverse experiences of people of Chinese descent in the United States. The greatly expanded Museum at 215 Centre Street promotes dialogue and understanding among people of all cultural backgrounds, bringing 160 years of Chinese American history to vivid life through its innovative exhibitions, educational and cultural programs.

About Dana Leong

Cellist/Trombonist/Composer Dana Leong fuses hip-hop, rock, and jazz to create a signature boundless sound. Often referred to as a "hi-def Yo-Yo Ma," Dana's pioneering fusion of electronic music and ethereal jazz sensualities has garnered critical acclaim and wowed audiences worldwide. Dana studied classical cello and jazz trombone on double scholarships at the Manhattan School of Music. As an official Yamaha artist, Dana gives clinics and workshops around the globe on the use of electronics with cello and trombone, and his unique genre-bending composition techniques. www.danaleong.com.