

For Immediate Release



**ICY PUBLIC RELATIONS SECURES THREE NEW CLIENTS FOR 2008/2009
ALACHÉ INSPIRATIONAL ARTIST, CLAUDIA SHCULZ (HAT DESIGNER)
AND KEVA JOHNSON (SWIMWEAR DESIGNER)**

Miami, FL August, 08 2008-- ICY PR is pleased to announce representation of three new clients on our 2008/2009 roster. Inspirational Gospel Artist Alaché, German Hat designer Claudia Schulz, and swimwear fashion designer Keva Johnson.

KEVA JOHNSON- Born in New York of Caribbean heritage, Keva grew up in South Florida where she honed her design skills at Florida State University. During an internship at Baby Phat, one of her designs was selected for production and this served as great encouragement for Keva. After earning a Bachelor of Science degree in Fashion Design, this emerging designer moved back to the Fashion Capital New York City where, in less than a year, she captured the attention of top fashion editors, resulting in her designs gracing the pages of Zink Magazine, Black Beat Magazine, Inside Fashion World and Noir Couture. She was recently selected as Member of the Week by Inside Fashion World.

CLAUDIA SCHULZ- German designer Claudia Schulz is setting a new trend in hat designs. With 10 varying pieces for the most recent collection, her hats stand out through the shape and color, or color combinations, simple lines and geometric shapes, understated and modern. She creates wearable, functional hats for every day use, with minimal accessories. Claudia's inspiration comes from the 1920s cloche/cap, which she's transformed, into a modern urban hat. Claudia has always had a passion for hats, she likes to wear and collect them. A few years after she moved to Canada from Berlin, she signed up for hat making courses. She enjoyed the process of making a hat so much that it became my art.

ALACHÉ – Alaché is a Florida based singer-songwriter, an Inspirational Nigeria artist who falls under the Inspirational/Christian genre of music. Her New Album *Until Now* will be in stores nationwide by February 2009. Her edgy, upbeat and engaging tempo makes her stand out as a truly inspirational artist. Alaché teamed up with vocal coach and producer Gerry Williams, who's literally worked with every major pop star birthed from that highly fertile scene (including Mandy Moore, O-Town, LFO, Raven, Aaron Carter, Jordan Knight, Stacie Orrico and Jump). Gerry believes she is a unique talent whose music can inspire very many people. Alaché is a fresh artist who comes at a time when music lovers need that engaging inspiration.

To see the profiles on our clients, please visit us online at www.icypr.com

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