

# TRUE RELIGION ANNOUNCES 2017 THIS IS TRUE BRAND AMBASSADORS

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LOS ANGELES, CA (March 2, 2017) **True Religion** is pleased to announce **Tommy Lee**, **Nikki Lane** and **Herizen Guardiola** as their THIS IS TRUE Spring 2017 campaign brand ambassadors. This season the California based brand continues to celebrate the individuality of their consumer, engaging personalities from the music and entertainment industry that embody the brand's non-conformist values.

On the heels of the success of the first THIS IS TRUE campaign, the new wave of ambassadors feature a rock legend, a southern rebel and a multi-talented ingénue. Each one of these gifted artists stem from diverse musical backgrounds to form a fresh and eclectic vision for the **True Religion** customer. Iconic Mötley Crüe drummer, **Tommy Lee**, exudes classic rock style and conveys a nostalgic sense of heavy metal rebellion. Emerging country artist **Nikki Lane's** southern outlaw persona adds a new element of assurance and empowerment while actress and singer **Herizen Guardiola** brings a youthful edge to the campaign.

"Each ambassador personifies the unique qualities of the **True Religion** DNA. We are a brand known for 'doing denim different', these artists' personalities and view of the world, push our brand proposition forward", says Chief Marketing Officer Tara Peyrache.

The artists reflect the **True Religion** consumer: diverse, unique and driven with a passion to remain true to themselves.

Tommy Lee was shot by Dani Brubaker; Nikki Lane was shot by Mike Rosenthal and Herizen Guardiola by Jai Odell. The campaign breaks in select digital outlets March through April.

## ABOUT TRUE RELIGION:

Since 2002, **True Religion** has crafted denim that speaks to the uniqueness found in all of us. Sparking individuality with quality fits and unique design details, True Religion recognizes denim as a universal necessity—invariably innovating its fits, washes and distinctive stitch, to deliver jeans entirely different from the norm. The brand also presents vintage inspired knits, graphic tees and activewear.

High Resolution Images

available: <http://pr.unifafashion.com/TrueReligion/ThisIsTrueKampagnePRMaterial/>

## Media

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