

**COMING  
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**LOOK  
GLAM  
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OUS  
AT WORK  
AND  
AT HOME!**

**ADASSA  
BRAND  
Unveils  
Debut  
Collection!**

**FAMILY  
HISTORY  
INSPIRES  
ADASSA  
Brand**

**FASHION FOR LIFE  
BRINGS OPPORTUNITY  
TO AFRICA**

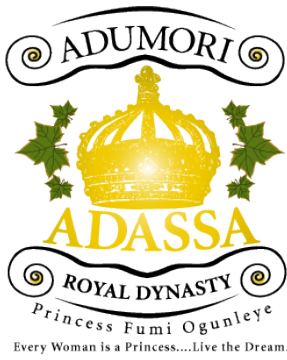
# ADASSA

**Every Woman Is A Princess...Live The Dream**

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**ADASSA is the style of the wife who wants to look and feel like royalty. ADASSA is the ‘pick me up’ dress for the full-time mom who barely has time for herself. ADASSA is the confident look of the home-based businesswoman who juggles work and entertaining dinner guests. ADASSA is the lifestyle brand for the single woman who desires to live her best life. ADASSA is ageless, timeless and sophisticated.**

**ADASSA IS INSPIRATION FOR EVERY WOMAN!**

## FAMILY HISTORY INSPIRES ADASSA

The ADASSA brand is the creation of Princess Fumi Ogunleye of Nigeria’s Adumori Royal Dynasty. The brand name is derived from the name of a Jewish teenager named Hadassah, who became Queen Esther. The story of this noble queen bears semblance to that of Princess Fumi’s mother, Princess Remi, a young orphan who overcame adversity and married a prince.

Princess Fumi’s passion for designing clothes began when she was 12 years old. Her ADASSA brand is inspired by her mother, who always wore elegant loungewear at home in her royal haven, whether she was enjoying a peaceful afternoon with her family or hosting dinner guests. Princess Fumi wants to share her mother’s sense of style with women everywhere, because she believes every woman should be able to look and feel like a princess. Her first daywear collection, *Inspirations from a Royal Palace*, meshes vintage with modern day chic by fusing luxurious fabrics with lace and unique accessories from around the world. The designs in the collection cater to women of every age and body shape who work and entertain but cannot find daywear that suits their style or busy schedule.

“Every woman deserves to enjoy a taste of couture,” smiles Princess Fumi. “But women want clothes that takes them through the day without having to change two or three times. My collection features couture-quality pieces that can be worn at home or at work during any occasion.”

Princess Fumi’s interest in creating a line of women’s daywear also stems from her own experience. Having been a critical care nurse for years, the princess understands a woman’s need to slip into something comfortable and classy after work. She believes that women with real body types are ignored, or are sometimes dressed in over-the-top lingerie or terry cloth that add years to their appearance. A woman must not only feel comfortable but alluring, confident and elegant in whatever she wears, regardless of its cost.

“When I come home from work, I want to replace the scrubs I’ve been wearing for 12 hours with something elegant and luxurious – something that will pick me up,” says Princess Fumi. “I believe that whether you’re a nurse, a homemaker, or a business professional, you deserve to look and feel your best at home.”

Growing up in a royal palace in Africa allowed Princess Fumi to experience a life unfamiliar to most westerners – a life of royalty blended with a rich tribal heritage. Her grandfather, King Ogunleye II, reigned for 21 years as the leader of Emure-Ekiti, a prominent community in Nigeria that is home to the Yoruba tribe.

Her cousin King Emmanuel Adebayo was crowned king of Emure-Ekiti in February 2008, and the princess had the privilege of attending his coronation. This marked her first trip to her homeland in 23 years, and the experience was both joyful and heart-wrenching. Princess Fumi received a royal welcome and reclaimed her royal title, but what moved her most was seeing her people and their fight to survive.

“It broke my heart to witness in my homeland broken down schools, clinics with no running water or basic equipment, and hungry children having to walk miles to school,” she laments. “This experience has showed me that I can no longer pretend that Africa is not in dire need of assistance. Something has to be done.”

Returning to Nigeria fueled within the princess a passion to improve the lives of women and children on the continent of Africa. That passion led her to launch the *ADASSA and Adumori Foundation*, a 501c3 non-profit organization that will receive a portion of the proceeds from ADASSA product sales to develop and support advancement projects in third world countries. Some of the projects the Foundation will develop include a food distribution system for impoverished communities, a micro credit system for small business owners, and a leadership development program for the local government leaders, chiefs, and other community leaders. The Foundation will also provide funding and other resources for health clinics, schools and a youth development center that is being launched by Princess Fumi’s father and her cousin, King Emmanuel.

Having witnessed King Emmanuel’s positive impact on the nation of Nigeria has given Princess Fumi new insight into what it means to ‘serve’.

“For the first time, I understand that being a princess is not a ‘fashion statement’, but rather a mantle of responsibility for making a difference in the lives of my people,” she smiles. “ADASSA has given me a special opportunity to serve my people by investing in their future. When you purchase an ADASSA product, you are not only changing your life and living the dream, you are also making a difference in the life of another person across the globe.

"I am indeed humbled that I’ve been granted the privilege to champion this cause for my people,” she adds. With this challenge ahead of me, I invite everyone to take part in keeping this dream alive -- the dream of one day seeing every man, woman and child overcome poverty."

Whether she is designing sketches of beautiful garments, caring for the sick or serving her people, Princess Fumi Ogunleye has one goal in her life: to make women look and feel like royalty. “ADASSA is not just a brand -- it’s also a lifestyle for all women – a lifestyle that brings out the princess in each of us. No matter your age, your height, or your weight, you can live that dream. It’s your destiny.”



Princess Fumi Ogunleye

**Every woman deserves to enjoy a taste of couture. My collection features couture-quality pieces that can be worn at home during any occasion.**



*Princess Fumi*

# ADASSA UNVEILS DEBUT COLLECTION NOVEMBER 2008

**It's time to live the dream!** Adassa is launching its highly anticipated debut collection featuring couture-inspired dresses and accessories designed by Princess Fumi Ogunleye. The limited edition collection will bring glamour to every winter wardrobe with its stylish prints and seasonal colors.

This collection is available for order on [AdassaBrand.com](http://AdassaBrand.com) from November 1 through December 12 to arrive in time for Christmas. This premiere offers a taste of Princess Fumi's already talked about debut spring collection, which will be available for order in February 2009. View the complete collection on [www.AdassaBrand.com](http://www.AdassaBrand.com).



Princess Slippers and Handbags



Princess Heirloom Jewelry Collection



The Stretchy Dress



Holiday Totes and Caps

## FASHION FOR LIFE CAMPAIGN BRINGS OPPORTUNITY TO AFRICA

ADASSA's vision is to actively strengthen socially and economically disadvantaged communities by creating opportunities that will bring hope, healing and restoration. Through its [Adassa-Adumori Foundation](http://Adassa-Adumori Foundation), Adassa plans to develop and support sustainable projects that will positively change the lives of children and families in third world countries.

To support the efforts of the foundation, Adassa Brand is launching the [Fashion for Life Campaign](http://Fashion for Life Campaign). A portion of the net proceeds generated from sales of Adassa Brand's premiere collection will fund the Adassa-Adumori Foundation's programs to alleviate poverty among women and children in Africa. As a thank you for their Adassa Brand purchase, customers will receive the Limited Edition Signature Tote and matching clutch in royal purple.



Though Princess Fumi is of royal descent, she is aware that the issue of poverty is a global problem which deserves a global solution. "It indeed takes a village to raise a child," she says. "Now imagine a world where children sleep on empty stomachs or they cannot sit through class because they did not eat last night. Imagine if your six-year-old child would have to walk over five miles everyday to attend school in a "shed". Just imagine living a life of no hope or even a life of no second chances. That is the story of many African children and their parents who struggle to give them the best life possible."

"At Adassa, our goal is to encourage, empower, support and promote self-sufficiency and quality of life in targeted impoverished communities. In this spirit, we are extending our hands to the U.S. and our global community for assistance."

The Adassa - Adumori Foundation is a 501c3 non-profit, established by Princess Fumi with advisory support from her parents, Prince & Princess Ademola Ogunleye; King Emmanuel Adebayo, the reigning king of the Yoruba tribe and Emure-Ekiti, Nigeria; Yolanda Shields, Vice President of Adassa, Inc. and other well-wishers both in Africa and the U.S. For more information, visit [www.adassabrand.com](http://www.adassabrand.com).



Limited Edition Signature Tote



Every Woman Is A Princess

*Live the Dream*



Luxurious



*Elegant*



ALLURING



Sophisticated

ADASSA

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