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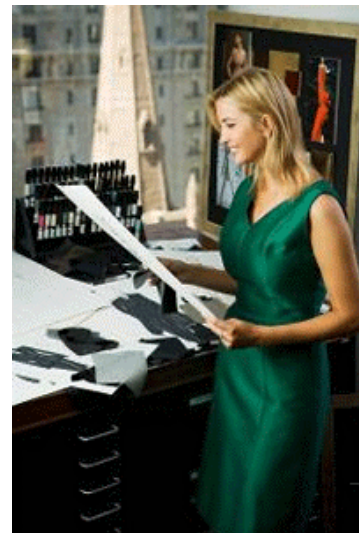
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## **IVANKA TRUMP DESIGNS FASHION-FORWARD STAFF UNIFORMS AT TRUMP INTERNATIONAL HOTEL & TOWER® CHICAGO**

NEW YORK—Her business savvy already well-established, Ivanka Trump has revealed a new, equally impressive talent as fashion designer. The 26-year-old Trump has incorporated her strong sense of style into a line of custom-designed uniforms for Trump® Hotel Collection, the new, ultra-luxury hotel brand helmed by a new generation of Trump business titans: Ivanka and her brothers Donald Jr. and Eric. The uniforms recently made their debut with the opening of Trump International Hotel & Tower Chicago on January 30, and reflect Ivanka's exceptional level of involvement in every detail of launching the new hospitality brand.

Inspired by current fashions and architectural lines, and produced in conjunction with Chatsworth, Calif. -based House of Uniforms, Ivanka has created a cohesive collection distinguished by a clean, refined design, expert construction, and superior fabrics and textures that befit the world's most luxurious hotel brand. And she has balanced style with practicality, creating beautiful ready-to-wear garments that are also dynamic and easy to clean.

Ivanka has ensured that every element is as refined as the name behind the collection, bestowing a sense of pride and distinction on all associates, from front to back of house. Each look has been designed to reflect the associate's purpose and the area of the hotel in which it is worn. Together, the complement of styles creates a fashion statement that is understated and fluid – with a contemporary edge.



Charcoal tones are carried through the uniforms of the Trump Metro Collection, which will be worn at all city hotels—New York; SoHo; Chicago; New Orleans; Toronto; and Aberdeen, Scotland. A female concierge or front-office associate wears a striking three-piece suit of fine, lightweight wool in cool charcoal, with a fitted, single-breasted jacket with Mandarin collar, fine detailing and topstitching, and a choice of a pant with a tuxedo-inspired topstitched side-stripe or a knee-length pencil skirt. Her male counterpart is outfitted in a European-cut suit with peak lapel in charcoal pinstripe wool with trousers featuring a watch pocket.

Shades of charcoal also define the doorman's heavy Italian wool herringbone coat and two-toned jacket with off-center closure; the ladies' hostess dress in fine wool with waist treatment and off-center closure; and the housekeeping pantsuits, which have been designed with the same clean

architectural cut of the collection in a fine synthetic blend for breathability and freedom of movement.

Restaurant uniforms reflect the elegance of the 1950s and the service-oriented culture of the finest European hotels. Female servers are outfitted in flowing, charcoal waist-length jackets with flared, elbow-length sleeves and a funnel collar, while male servers wear a tailored jacket with pointed hem and banded collar.

The uniforms of the Trump Resort Collection – Las Vegas; Dubai, U.A.E.; Baja, Mexico; Cap Cana, Dominican Republic; and Waikiki, Hawaii – are equally sophisticated but with a lighter look and feel. Here, cool combinations of tan and stone or taupe and beige prevail. The ladies' suit, with its belted waist and long- and short-sleeve versions, matches the urban version in stylishness and carries through the same topstitch detailing.

#### **About House of Uniforms**

With more than 50 years of experience, House of Uniforms designs and produces uniforms for many of the world's most prestigious hotel and casino properties. The company is owned by Strategic Partners, Inc., a recognized leader in uniforms, competing in the corporate, medical, school, work wear, footwear and other uniform categories. The corporation's offices are in Chatsworth, Calif., with a state-of-the-art distribution center in Dallas.

#### **About Trump International Hotel & Tower Chicago**

**Trump International Hotel & Tower Chicago**, located in the heart of the city on Wabash Avenue, welcomed its first hotel guests in January 2008. The hotel, comprising floors 14-27 of a 92-story residential tower in development by the Trump Organization, features 339 luxuriously appointed guestrooms including one-, two- and three-bedroom suites; Sixteen, a fine dining restaurant featuring the modern American cuisine of Executive Chef Frank Brunacci; distinctive meeting and event space; signature Attaché service and more. The Trump Health Club and The Spa at Trump® will open March 2008; Rebar, the lounge, will open April 2008 and fifty-three spa guestrooms will be unveiled Summer 2008. Designed by the noted architectural firm of Skidmore, Owings & Merrill with interiors by McGinley Design, **Trump International Hotel & Tower Chicago** promises to be a stunning addition to Chicago's distinguished skyline. For room and event reservations at **Trump International Hotel & Tower Chicago**, call (312) 588-8000, (877) 458-TRUMP (7867) or visit [www.trumpchicagohotel.com](http://www.trumpchicagohotel.com).

#### **About Trump® Hotel Collection**

Launched in October 2007, Trump® Hotel Collection is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago and Trump International Hotel™ Las Vegas. Joining Trump® Hotel Collection in the second half of 2009 are Trump Soho™ New York and Trump International Hotel & Tower® Waikiki Beach Walk®. Additional hotel projects are under development around the globe, including Toronto, Panama, Dubai, Cap Cana, Scotland and New Orleans. Trump® Hotel Collection, a division of The Trump Organization, is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022.