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United States Of America : North Star & ECC team up to provide fashion & lifestyle experience

October 8, 2009



North Star Charter, one of the leading names in luxury travel services, announced a unique partnership with ECC Life & Style a leading lifestyle apparel company today. According to the agreement, North Star Charter and ECC Life & Style join forces in a long-term partnership to provide our clients with an innovative approach to fashion and lifestyle based experiences, named ECC EXP.

The North Star Charter/ECC's partnership will also involve a number of joint marketing efforts set to take place over the next twelve months. The two companies will kick off these efforts by offering a unique travel experience in July of 2010. The event will celebrate fashion, music and wine in Tuscany, Milan, and Lake Como.

The event will be hosted by Famiglia Di Ferragamo, Andrea Bocelli, and ECC's CEO Shawn Harris. They will include online and print promotion via both the North Star Charter and ECC Life & Style websites, direct mailings to both company's clientele and local advertisements promoting the pair's services.

"We are extremely excited about our new partnership with ECC Life & Style," said Jose Zavala, CEO of North Star Charter. "They are a unique and well respected apparel brand, and our clients value the type of quality associated with the ECC Life & Style name. We look forward to an exciting and mutually beneficial partnership in the years to come."

"ECC Life & Style feels that there is a lot to gain from our new partnership with North Star Charter," said Shawn Harris, CEO of ECC Life & Style. "We both deliver a unique but consistent quality of service to our clients and we feel that our clients will thoroughly enjoy the luxury travel services that North Star Charter is renowned for."

North Star Charter, LLC, a New York based company, has provided private jet charter consulting services to a wide array of customers, including business and leisure travelers, sports teams and corporations worldwide since 2003.

ECC Life & Style LLC is a Boston-based leading Luxury Menswear Designer located in Boston. ECC works with Rising Professionals, Professional Athletes, and Entertainers. ECC's main business in this regard is luxury menswear; ECC also has an Interior Design service, ECC Home, and hosts fashion focused exclusive experiences, ECC EXP. ECC members currently include Doc Rivers, Head Coach Boston Celtics; Bill Self, Head Coach University of Kansas, and many other notable national business leaders and professional athletes as Members.

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