



NEW YORK, September 4, 2007 – Designer Malcolm Harris of the emerging luxury brand Mal Sirrah announces the September 5th 2007 debut of his company's daily video and text blog, **Cut, Sew and Blog**.

Cut, Sew and Blog offers an inside look at the designer as well as his business and creative teams as they debut their Spring/Summer 2008 collection, develop a second fashion line (Sirrah Sirrah), cast models, choose a new showroom and studio location that seamlessly facilitates a live/work situation, and make several other creative and strategic business decisions. Mr. Harris says that what he is most excited about is ushering in author Thomas Friedman's sentiments that "The World Is Flat" and contrary to popular belief, and so is Fashion! In order to drive this point home, Mal Sirrah has decided not to present their collection in the run-of-the-mill runway format and has instead opted to present his full collection entitled "One Dress, All Women, One World", exclusively via the internet during Paris Fashion September 30th – October 7, 2007. The Mal Sirrah Spring/Summer 2008 Collection will also be available for viewing on Cut, Sew and Blog.

On top of running an emerging fashion brand the designer and his team will also give visitors to the blog a bird's eye view into its philanthropic efforts as they prepare for the next incarnation of Designers For Darfur, an organization founded by Malcolm Harris and model/heiress Lydia Hearst. With video clips, still images and text updated daily, **Cut, Sew and Blog** is the perfect regular jaunt for editors, buyers, fashionistas, aspiring designers, potential investors, entrepreneurs, philanthropists, and anyone inspired by the world of fashion and the company's motto – "Changing the World One Dress at a Time... **Cut, Sew and Blog** can be reached directly at www.cutsewandblog.com as well as www.myspace.com/cutsewandblog and www.youtube.com/cutsewandblog.

About Malcolm Harris: New York-based designer Malcolm Harris has a Bachelor's Degree in Fashion Design from the Fashion Institute of Technology and a Master's Degree in English Literature from New York University. Mr. Harris began his career as an apprentice at various fashion houses throughout Paris including the ateliers of Paco Rabanne, Yves Saint Laurent and Jean Paul Gaultier. Mr. Harris branched out with a partner in almost 10 years ago to create the Madonna-backed collection Katsumi & Malcolm. After selling that collection, Malcolm began Mal Sirrah, his first independent collection.

About Mal Sirrah, Inc: Malcolm Harris and his team travel the world to meet with various private clients on behalf of Mal Sirrah, producing primarily made-to-order pieces. Mal Sirrah caters to the basic needs and calls of a woman's wardrobe: exquisite designs, quality, fit, and fine fabrics. Mal Sirrah garments are flattering, sumptuous and constructed with thorough and labored precision. Mal Sirrah has dressed a diverse group

of celebrities, including Madonna, Reese Witherspoon, Eva Marcelle, Paris Hilton and Lindsay Lohan. Heeding their clients' call for increase ready-to-wear presence, Mal Sirrah will expand retail operations in 2008.

About Designers for Darfur: Designers for Darfur was founded in 2006 by designer Malcolm Harris (Mal Sirrah, Inc) and model and heiress Lydia Hearst (One Model Management). In association with Fashion Television and The Save Darfur Coalition, Designers for Dafur launched with its first event on February 9, 2007 at the Roseland Ballroom in New York City. Designers for Darfur represents hundreds of international designers and the wider fashion community committed to the end of genocide in Darfur.

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