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**FOR THOSE WHO WANT TO LIVE THE
LUXE LIFE BUT CAN'T AFFORD TO BUY IT,
RENTING IS THE NEW TREND FOR 2008.
The Good Life For Rent**

New York (December 4, 2007) – The economy has been in a slump in the past few months with corporate big wigs and Wall Street traders alike fearing termination and reduced bonuses. With signs of a struggling economy many may have to cut back on their luxury spending and high ticket purchases. According to CNBC.com “Bear Stearns is the latest Wall Street firm to cut jobs” with many more to follow and “in recent months, U.S. banks and financial service companies with banking operations having been slashing tens of thousands of positions.” For those used to living, “high on the hog” with purchases of multi million dollar Hamptons homes, Gulf Stream Jets, Harry Winston Jewels, and all of the other trappings of the good life, reduced bonuses and lay offs mean that corporate execs may not be flush with enough cash to buy these items and instead turn to renting as a means of keeping up the appearance of “the lifestyle.”

You Rented What?

While it has long been possible to rent a luxury car, vacation timeshare, or yacht, the newest “rentables” are a lot more surprising and illustrate the fact that people want luxury even if that means financing it in order to give the appearance of ownership. A variety of companies are giving consumers the possibility to rent luxury handbags, jewelry, even designer dogs. This craze has given people the opportunity to remain in fashion and not commit to one style, but rather keep up with the ever changing trends. Today it is possible that an average middle class woman only has to minimally splurge to own the luxuries she fantasies about. **The variety of “rentables” available today has appeal on two levels: It affords the middle class access to the goods and services of the rich which were previously unobtainable and it allows the very wealthy to maintain their lifestyle during economic downturns.**

Rentalable Bling

Blingyourself.com, a business specializing in shared and temporary ownership of high-end jewelry, watches and sunglasses for men and women give people of all economic backgrounds the opportunity to wear the latest trends in accessory. Blingyourself.com offers accessories from the world’s most sought-after designer such as **Christian Dior, Gucci, Roberto Coin, Tag Heuer, Rolex, John Hardy and Judith Ripka**. They are also the only website in the U.S. that provides authentic, 100% certified original jewelry, watches and sunglass rentals for both men and women.

“In a society where consumers are conscious about keeping up with trends, Blingyourself.com makes sense from an environment and economic standpoint when you look at all the resources and assets we have but don’t use all the time,” says Michele Krause of Blingyourself.com. “We offer a new shopping channel for men and women to join the ultimate one-stop shopping source for luxury.”

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How does Blingyourself.com work?

People can register as a Guest Member or a Premium Member to begin the rental process. Premium Members can sign-up for \$10.00 a month or a discounted \$100.00 per year. Their rental prices are determined according to the lowest market retail prices. Members can borrow an item for as long as they choose as long as their account remains in good standing. Renters earn extra “bonus bling points” for returning an item within a month of the initial rental. There is a maximum amount of three items per member on loan at one time. For example, this beautiful Judith Ripka (see photo) two tone canary crystal ring with diamonds cost members just \$56.00 per week or \$112.00 per month. Non-members will pay \$70.00 per week or \$140.00 per month. At Judith Ripka, this ring retails for thousands of dollars!

Blingyourself.com is not the only company to capitalize on this trend. Other companies like www.bagborroworstreal.com have received a plethora of media coverage and attention by allowing women to rent luxury handbags. Other sites capitalizing on this renting trend include: www.Adornbrides.com, www.borrowedbling.com and www.imoveritonline.com. Perhaps we have been influenced by constant glimpses into the extravagant lives of celebrities and people covet status goods and services whether they can afford it or not. One need only to type the words: “Rent Luxury” into Google and hundreds of sites will appear. Now that consumers have gotten a taste of the good life for rent, it looks like this is one trend that will become a way of life.

To arrange an interview with Michel Krause to address this growing trend, please contact Christina Halper at KMR Communications, Inc (212) 213-6444 or Christinah@kmrpr.com

Hi Res images are also available from the blingyourself.com web-site if you wish.