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Business News and Information

JAN10

Opulence and Elegance of Old Hollywood is Back in Newly Created Social Club

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Los Angeles, CA January 10, 2007 -- A newly created social club, which will combine the ambience of the traditional royal balls of Europe with the style and elegance of Old Hollywood, has arrived. Echelon hopes to bring back that classic essence so sadly lacking today by throwing opulent parties rivaling the soirees attended by old Hollywood legends Chaplin, Dietrich, Fairbanks, Valentino, and Garbo. Top entertainment, fashion, and society figures, international royalty and jetsetters, and eminent professionals in all fields comprise the club.



The Echelon Club events are held bi-monthly in different locations with celebrity hosts, entertainment, celebrated chefs, music and dancing; each event will have a different theme to add to the panache. These affairs are destined to be the social events of the season, as it were, and will also promote a wide variety of charitable endeavors.

The club has been created by renowned New York/Los Angeles event producer Kimberly Moore, who is known for her theme soirees such as The Black and White Masquerade Ball and Le Bal de Kama Sutra.

Members of the Advisory Board of the Echelon Club include:

Count Maximilian von Bismarck, Germany, Spain
Count Michel Soyer, France
Baroness Victoria von Kap-herr, Berlin
Alan Judd, London (The British Luxury Club)
Chuck Russell, Los Angeles (Director/Producer)
Christian Wolffer, New York (Wolffer Estate Vineyards).
Claude Ott, France

Application to The Echelon Club is by invitation only, and membership is subject to board review, with talent, prestige and character being the deciding factor. "There is currently a waiting list for membership," adds Kimberly Moore. To be added to the list, prospective members must submit an application for an intensive review. The attire will be black tie optional for all of the events.

Future memberships will require sponsorship by existing members. The membership fee entitles the member to exclusive access to Echelon Club events; additional membership benefits will be announced throughout the year.

"Echelon is a great opportunity," says artist Baroness Victoria von Kap-herr.

For more information on The Echelon Club, visit www.theechelonclub.com

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