



**FOR IMMEDIATE RELEASE**  
**June 7, 2010**

**RICHIE SAMBORA WEARS  
WTB  
FOR  
*BON JOVI'S OPENING NIGHT CONCERT  
IN LONDON***

*London, England* – Bon Jovi kicked off their multiple night concert tour at the O2 Arena this evening and Richie wore a custom look from **WTB's *Black Label*** including a silver reflector jacket and deep red waxed denim pants with knit mesh.

Attached image by **David Bergman** of [www.tourphotographers.com](http://www.tourphotographers.com)

**WTB**, a contemporary fashion line created by designer/musician **Nikki Lund** and Bon Jovi guitarist **Richie Sambora**, premiered at Los Angeles Fashion Week in March 2010. The rock-n'-roll line consists of distressed leather separates, zipper embellished jackets, metallic capes, sexy dresses, evening gowns and more.

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