



FOR IMMEDIATE RELEASE
June 7, 2010

**RICHIE SAMBORA WEARS
WTB
FOR
BON JOVI PERFORMANCE
ON THE ROOF OF THE O2 ARENA**

London, England – Bon Jovi rocked the roof of the *O2 Arena* today to kick off their multiple night concert stay in London. For this historic music event, Richie wore **WTB's *Black Label*** custom black military jacket in a silk/wool blend and red waxed cotton modal logo tee.

Attached images by David Bergman of www.tourphotographers.com

WTB, a contemporary fashion line created by designer *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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