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Justin Timberlake To Launch Fashion Line

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Justin Timberlake decided to launch his own fashion line, in collaboration with his best friend Trace Ayala. Justin said: "This clothing is representative of where we come from - it's sort of country, but it's also got a little edge and a little chic to it." The line will be called William Rast - after their grandfathers reports ITV.com. Justin added: "We just kind of picked the two people who are most influential in our lives, and that's our grandfathers. William is my grandfather's first name and Rast is Trace's grandfather's last name." The clothes will be launched only at Bloomingdales in New York.