

ROSARINI

SIMPLE YET STYLISH...PERFECT FOR ANY OCCASION

PRESS INFORMATION

Friday, 7 August 2009

SIZZLE & TRAVEL IN STYLE

ROSARINI launches its Summer Collection

It's time to update your wardrobe for Summer, girls! Inspired by the colors of the Mediterranean beaches, where the strong appeal of the sea combines with the period of figurative arts. We have complemented our color palette with flaming and almost primary colors to drive us to a daring and creative coupling of colors. **ROSARINI**, Hong Kong based and an Australian branded fashion label has launched its Summer Collection 2009 with bold and invigorated styles. Available from its Central boutique, **ROSARINI** introduces its latest line of stylish ladies clothing ranging from summer fun beachwear, chic office attire to eye-catching evening wear. This season, **ROSARINI** has many new and innovative styles created and you'll have plenty to choose from!

For those who are planning their trips overseas and those who are spending the sizzling summer in Hong Kong, stylish clothing that is both fashionable and crease free is now available. Who says that you can't look glamorous and elegant effortlessly when you travel? Made from our signature fabric- Matt Jersey, this unique and luxurious blend of fabric is crease free and breathable, which will help to keep you cool in Hong Kong's humid climate and other tropical and warm places making you look flawless from day to night. Without the feeling of bulk and volume, our jersey does not cling on the body and allows the garment to flow graciously, minimizing any imperfections you might have. Travel in style - simply roll them up and you are ready to go!

With the establishment of **ROSARINI**, which carries versatile clothing for all occasions – *travel, maternity, sports, work and evening* and offering sizes 6 to 22, shopping for clothes has never been easier. Highlights of the Summer Collection include the continued love affair with the dress which wins over every age group. Goddess draped dresses with soft details and architectural draping is a silhouette that helps the wearer feel at ease and is definitely a strong statement for the new season. To update dresses and outfits, swing cardigans in various lengths, fit and colors for go-anywhere styles have been launched. This summer, **ROSARINI** has created tapered

narrow pants and ankle length narrow pants for an edgier look. For summer fun or traveling around this season, pair it with our favorite tunic tops or draped dresses and it will be one of summer's fun ways of wearing the pants. Styles inspired by the Mediterranean beaches, flaming primary colors and natural hues have been blended in our new collection to give this season's styles a bright and lively twist. Our goal is to bring back variety to a women's wardrobe, lighting her face, and enabling her to make the best of herself. We can make a dull gloomy economy seem brighter, even when optimism is low. For an instant fashion update, **ROSARINI** carries designer styles without the designer price tags giving you a feel from runway to reality.

Karen Scheinecker, Designer and Managing Director of **ROSARINI** explains, "ROSARINI has proved very popular with both the ex-pat and local Chinese ladies. Being a larger size does not mean you can not be stylish especially when it comes to the sizzling summer times. We very much think about what women want when designing a **ROSARINI** outfit and our Summer Collection is no different. I believe women want clothing that is comfortable yet timelessly elegant and it helps to be able to find everything you need all in one place. **ROSARINI** now makes getting dressed in the morning so easy." For busy women today, another important feature of the clothing is that it can be machine washed and put in the dryer – or simply washed and hung up to dry. Those who struggle to find clothes in local boutiques, **ROSARINI** will solve your problems as their styles that range from casual to evening and sizes 6 to 22. There is no need to feel disheartened when stepping into this store as whatever your shape or size, **ROSARINI** will have styles that suit your needs as their collections will flatter every figure from super slim to the vivaciously voluptuous.

For more information visit www.ROSARINI.com or telephone +852 2526 1036 / +852 2526 8836.

-ends-