

ROSARINI

SIMPLE YET STYLISH...PERFECT FOR ANY OCCASION

PRESS INFORMATION

Friday, 6 March 2009

SPRING INTO STYLE

ROSARINI launches its Spring Collection

Hong Kong based and an Australian branded fashion label, **ROSARINI** launches its Spring Collection 2009 with a creative and sophisticated twist. Available from its Central boutique, **ROSARINI** introduces its latest line of stylish ladies clothing ranging from chic office attire to stunning evening wear.

For over a decade, both expatriate and local Chinese women have been crying out for stylish clothing that is both chic and crease free. With the establishment of **ROSARINI**, which carries versatile clothing for all occasions – *travel, maternity, sports, work and evening*, shopping for clothes has never been easier. Highlights of the Spring Collection include chic wrap dresses with soft details and art-deco designs as they make a remarkably strong statement for the new season. To update dresses and outfits for the grey days, tasteful Hooded Jackets are designed with a metallic fabric for instant style. This jacket can be worn in 5 different ways so with one jacket alone, it will take you from day to night and season after season. For the warmer days, **ROSARINI** has launched swing cardigans in various lengths and fit for go-anywhere styles, as they are easy throw-on and transitional pieces for Spring. An array of colors is available for these pieces and are reasonably priced to fit your budget. For an instant fashion update, **ROSARINI** carries designer styles without the designer price tags.

Gone are the days of creased and wrinkled clothing. Manufactured for the modern women, **ROSARINI** has received and won plaudits from its signature fabric - Matt Jersey. This unique and luxurious blend of fabric ensures that you will look great from the moment you put on the outfit until the end of the day as it is crease resistance. 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. Without the feeling of bulk and volume, the fabric is breathable, which will also help to keep you cool in Hong Kong's humid climate.

For women that struggle to find clothes in local boutiques, **ROSARINI** has styles that range from casual to evening in 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. They have collections that flatter every figure from super slim to the vivaciously voluptuous.

From beach to boardroom the latest collection from **ROSARINI** is designed by Managing Director, Karen Scheinecker. Australian-born, Karen came to Hong Kong over 13 years ago and in the frustration of not being able to find clothes that are perceived as a regular in her native land, **ROSARINI** was launched in 2006. Karen explains: "A size 12 to 14 is very normal in Australia or the UK but it is very difficult to find quality clothing in this size in Hong Kong at an affordable price."

Karen continues: "**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. We very much think about what women want when designing a **ROSARINI** outfit and our Spring 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 more information visit www.ROSARINI.com or telephone +852 2526 1036.

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