

ROSARINI

SIMPLE YET STYLISH...PERFECT FOR ANY OCCASION

PRESS INFORMATION

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Enter Into This HOLIDAY SEASON With The Golden Ticket *ROSARINI launches its Holiday Collection*

The Holiday Season is approaching us and parties are beginning to set foot into this community. Most of you will know that Hong Kong is the global center of trade and business; however, it is also one of the key players in the fashion hub. Now for all the ladies out there, the biggest question is "What will you wear during this party season?" Not all parties call for a bold dress as we rather recommend you to top off our sleek black pant or flare skirt with our gorgeous and classic blouse. Our new sexy yet sophisticated style, now that's the ticket to this Holiday Season. This season has been inspired by structural and modern simplicity and earthy colors brought forward from our flaming summer palette making our summer and holiday collection a cohesive combination. Your one ticket to savvy style is now available in **ROSARINI**, Hong Kong based and an Australian branded fashion label. **ROSARINI** introduces its hottest collection with thrilling and electrifying styles ranging from cigarette-legged pants, oversized jackets to loose capes and ponchos. So now that you know the savvy little secret of what is hot this season, whether you wear or tell is up to you...

If you're planning to travel this holiday season, why not consider packing light with **ROSARINI**'s collection that is both fashionable and wrinkle free? Made from our signature fabric, Matt Jersey, this unique and luxurious blend of fabric is crease free and breathable, which will keep you cozy and comfy during the cool seasons. So what's the benefit of traveling with clothes that are crease free? Running back and forth to drop off and pick up at the dry cleaner or laundry takes your valuable time and money too, not to even mention about ironing your clothes. According to statistics, the average person spends over 3 hours per day on housework, of which over 1/2 an hour is dedicated to washing and ironing. This of course excludes the washing time an average machine may spend in each cycle. So, in the span of one year, this equates to no less than 194 hours spent washing and ironing. In another point of view, that's approximately eight days worth of washing and ironing per year when

that could have been spent on your personal leisure activities or your holiday. Here's the secret...wearing **ROSARINI** allows you to spend less time ironing and less money on dry cleaning and maximizing your saved time and money spent elsewhere. Travel smart while you travel in style!

ROSARINI carries versatile clothing for all occasions – *travel, party, maternity, sports, work and evening* and offering sizes 6 to 22. This Holiday Collection includes styles which define modern simplicity. So what is the next big thing? Simply update your wardrobe with our loose cocoons - luxurious capes and ponchos, which hang beautifully and add an extremely warm and versatile extra layer to any outfit on chilly days. It is guaranteed to add great pizzaz! Our innovative wrap dresses, timelessly flattering, complement all figures and it's a classic dress that never fails to impress, especially when you are attending the party of the season. Oversized and slouchy cowl neckline delivers a more dramatic point of view in our gorgeous tops and overall dresses. Simple and discreet in style, our New Collection has a thrilling overall shape in all styles, framing your figure with a feminine touch and casting a warm shine over your skin even when the days are cool. **ROSARINI** is bringing the key products back into the season with cigarette-legged pants, oversized jackets, loose capes and ponchos, and classic cardigans – *even the ones with black lace*. This Holiday, colors have been inspired by natural and earthy tones which include taupe or gray shades. To electrify the palette, touches of color have been blended in to add spice into the season. 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**, is enlightened with this Festive Season and explains, "Being a larger size does not mean you can not be stylish especially when it comes to the party seasons. We very much think about what women want when designing a **ROSARINI** outfit and our Holiday Collection this year 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. I feel that women in every figure should dazzle their way into style this Festive Season. **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.