

ROSARINI

SIMPLE YET STYLISH...PERFECT FOR ANY OCCASION

PRESS INFORMATION

August 2007

LOCAL HONG KONG BRAND ROSARINI CATERING TO THE "REAL SIZED" WOMEN IN HONG KONG

Local Australian designer and manufacturer, Miss Scheinecker, who has been in Hong Kong 12 years always found it frustrating to find clothes in Western Sizes. "In Australia a size 12 or 14 is the most common size but in HK I could never find anything at a reasonable price and design. Finding a basic pair of black pants always proved difficult."

So, she decided to solve the problem not only for herself but for so many women who have the same frustrations. "We find at our shop it is not only the expatriate ladies who are so happy now they can always find something in their size but it is also the local Chinese ladies who have expressed their gratitude in being able to buy stylish clothes in a size that is normally difficult to find in local shops."

One customer who has lived in HK for over 40 years has never been able to buy clothes in HK and always shopped while traveling is not so pleased to know **ROSARINI** will always have her size. Another excited American vacationer explained that **ROSARINI** had "made her holiday," as it was the only shop in HK she could buy clothes in her size.

Miss Scheinecker said "It makes me so happy everyday to sell a clothing range that really provides an answer to a problem so many women in HK have finding clothes."

ROSARINI recently exhibited at the HK Fashion fair where they were inundated with orders from all over the world. As designers and manufacturers they have complete control over what does in the market. All items are made from a matt jersey fabric which is the most comfortable fabric to wear. It does not crease and can be machine washed and does not require ironing.

So many women in HK leave home early in the morning and they want to look good when they go to work and at the end of the day when they

are having dinner or drinks. Their clothes are ideal for traveling as you can fly 12 hours and still arrive looking great.

ROSARINI customers range in size...whether a size 8 or a size 22 their styles and fabrics are flattering and the design and style makes the pieces appealing for a wide age range...from early 20's all the way to 60! The pieces are timeless so they will last from season to season and year to year.

The **ROSARINI** concept of dressing is to create a wardrobe that can mix and match and take you from day to night. The fabric always remains the same but new styles and colors are regularly introduced.

ROSARINI is a smart investment for today's busy woman. Getting ready in the mornings has never been so easy!

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

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