

FOR IMMEDIATE RELEASE

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Camomilla Milano to Reveal Fall/Winter Portfolio and Newest Hello Kitty Line in Singapore

The Italian fashion brand will hold a private event and fashion showcase to launch the official new collections.



Favorites from the Fall/Winter collections

SINGAPORE, September 17, 2011 - On September 17th, the Camomilla Milano boutique will be charged with activity as the Fall/Winter lines make their debut. Enthusiastic fans and followers can expect a seasonal palette of wearable neutrals and versatile fabrics as stocks reach Singapore's shores even prior to hitting home base Milan. A private event is slated at the Vivocity flagship store and will appeal to 200 invited guests and media. From 2-5pm, guests will be indulged with sweet dessert wines, chocolate fondue, and bespoke takeaways that are distinctively Hello Kitty within the whimsical store surroundings. Event plans also include a creative, live model showcase

and a special discount scheme for invited VIPs.

The Fall/Winter portfolio will introduce shades ranging from elegant browns, grays, and blacks, to energetic jewel tones and glossy, block colors. Unique finishings, including oversized buttons, petite bows and structured flowers, are this season's standouts, while revisited jersey material and dotted prints make a friendly return. Notably, a limited edition glittery gold color makes its way into the Hello Kitty "Pop Up" collection in the form of sassy satchels, totes and small accessories.

Long-time Hello Kitty collector, Sherine Koh, was thrilled to hear about the upcoming event and release of products. "I am so glad that more events and showcases are coming up for Camomilla in Singapore. The market is great right now for brand awareness and real growth for Camomilla and Hello Kitty. I am absolutely in love with the items I've found in Italy, and now, with all the items I'm seeing here. I can't wait for this event!"

Similar to the instant sell-outs that occurred with the past summer season's Hello Kitty stocks, Camomilla is already seeing an enthusiastic influx of pre-order requests and inquiries weeks before the event date (orders are being handled directly by the Singapore sales team). Since the Hello Kitty official launch in July of this year, avid collectors and Kitty fan clubs have become the greatest supporters of the Camomilla brand and first in line to grab the newest products.

For the trademark Camomilla collections, the brand continues to strive and meet the desires of sophisticated, career women who not only work hard, but also enjoy spicing up their wardrobes with individualized flair. The mix and match concept and culture play to these needs and enable women to continue building on their personal, Camomilla Milano wardrobes each season.

If you would like to attend this private retail event, please email Stacie@heatbranding.com by Monday, 12 September 2011. For more information on Camomilla Milano, please contact Stacie Tay at Stacie@heatbranding.com or at (65) 6648 4315.

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Established in 1983, Camomilla Milano is an Italian fashion accessory manufacturer who creates everything from bags to wallets, purses, shoes, jewellery and hair accessories. The company currently produces and markets Camomilla Milano trademarks and licensed Hello Kitty by Camomilla Milano collections internationally and has had great success throughout Europe. Designed for the modern women, Camomilla bags combine quality workmanship with luxurious fabrics and thoughtful touches. The accessories are truly unique and complementary to other pieces in the collection, making for infinite combinations and looks.

ROSABLU
COTERIE

RosaBlu Coterie is a premier holding company that strives to grow international lifestyle brands and retail concepts. With inspiration and synonymous design stories stemming from the timeless beauty of roses, RosaBlu captures the essence of beautiful and feminine experiences. The company represents a variety of distinct, boutique accessories brands which are available online at www.rosablu.com or by appointment only. In April 2011, Rosablu became the first to carry the Camomilla Milano brand in Asia as a franchisee partner of Camomilla S.p.A Italy, and launched the first flagship store at Singapore's Vivocity Mall.