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Camomilla Milano Singapore wins licensing rights for Hello Kitty Collections

The Italian fashion brand launches an exclusive line of Hello Kitty bags and accessories, soon available at the VivoCity flagship store.



The Hello Kitty by Camomilla collection

SINGAPORE, July 11, 2011 – On July 20th, the much awaited Hello Kitty by Camomilla collection will be unveiled at the VivoCity flagship store. Four versatile lines will be available this summer, including: 'High Street', 'Pretty', '3D Trolley' and 'Kelly Kitty'. In addition, a selection of fashion jewellery, or 'Kitty Girl Bijoux', also looks to reach the must-have list for Kitty fans.

“We are completely thrilled to have Hello Kitty on board. With a revamped look and so many fun and chic pieces, there is no doubt Kitty friends will go head over heels at their new Kitty haven,” enthused Dyan Chang, Founder of RosaBlu Coterie (franchisee partner of Camomilla S.P.A. in Singapore).

Directed towards a more mature, fashion-conscious group of consumers, the Hello Kitty concept has been repositioned to meet the desires of trend-savvy fashionistas. Every line will be a selection of 'collectors' pieces', with all bags and accessories coming in very limited quantities.

From feminine, quilted totes, to buttery leather satchels with playful charms and lavish embroidery, modish trends are complimented by Italian quality designs. Each summer line offers a variety of fabrics and materials, as well as colors that range from jewel tones to sophisticated neutrals. As with other Camomilla collections, a myriad of sizes and shapes will be available. Coin purses to wallets, makeup bags to clutches, oversized slings to luggage, the brand is all about stylish functionality. To compliment the bags, bijoux jewellery using hand-mounted stones, Kitty emblems and lots of glitter and gloss will be definite must-haves.

The brand will debut its Fall/Winter 2011 Hello Kitty collection on the runway alongside the newest Camomilla Milano lines in September 2011.

If you would like to feature the Hello Kitty by Camomilla collection or need more information on Camomilla Milano, contact Jamie Lai at Jamie@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 is a peddler of fine fashion accessories inspired by the timeless beauty of roses. RosaBlu's exclusive collection is currently available online at www.rosablu.com as well as at its closed-door boutique location by appointment only. As a franchisee partner of Camomilla S.p.A Italy, RosaBlu Coterie will be the first to carry the brand Camomilla Milano into Asia. The collection will include an exclusive selection of handbags, tote bags, wallets and purses. Complementary and equally exquisite ranges of necklaces, earrings, bracelets and hair bijoux will also be made available.