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Camomilla Milano Launches its First Concept Store in Asia

The Italian fashion accessory icon opened its doors for the first time in Asia and delighted 150 selected guests with a VIP preview and innovative showcase.



Guests exploring and shopping in the new store

SINGAPORE, April 15, 2011 – On April 15, Camomilla Milano unveiled its much anticipated concept store at Singapore’s VivoCity mall in the form of a pink-filled cocktail party. A vibrant crowd of fashionistas, dressed in bursts of fuschia, rose and other pink variations, picked up new accessories and were immersed in a wonderfully unusual fashion showcase.

Dyan Chang, Founder of RosaBlu Coterie (franchisee partner of Camomilla S.P.A. in Singapore) was enthused with the turn out. “It’s better than I envisioned — Ladies were swooning over the bags and there was so much buzz in and out of the store!”

Conceptually aligned with Milan's Camomilla Pink Party, guests were indulged with Rose wine, gourmet canapés and unique gifts, all housed within a romantic, fairytale-like surrounding. From grand tree structures to stunning Italian chandeliers and antique boudoirs, guests were transported to a wonderland of glittering bags, polka dots and cupcake-like decor.

The Spring/Summer collection was brought to life as models invited guests into their dressing rooms to watch them accessorize various outfits using collection staples. The brand flaunted its versatility via the multiple looks spanning work, party, play, and everything in between. Old-fashioned Italian tunes filled the store as the models strut the different looks around the charming playground. Post-show, many new-found fans proceeded to start building their own personal Camomilla collections.

"Camomilla Milano certainly has the potential to become a hit amongst the ladies here in Singapore" raved Tammi from FeverAvenue. "I can't count how many times I found myself having an 'Oh my gosh, I want this!' moment."

The Camomilla female is defined by her cosmopolitan lifestyle. To compliment her, the brand adapts to a woman's mood and frame of mind, and accentuates her happy, playful side. The accessibility and affordable nature of the products allows consumers to have a frequent, yet friendly, fashion fix. With an impressive variety of bags, wallets, jewellery and hair accessories, the brand is slated to become an irresistible one-stop shop for all ladies.

Those interested to feature the brand should email jamie@heatbranding.com. For 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.