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Stacie Tay

Brand Consultant

HEAT Pte. Ltd.

T: +65 6648 4315

M: +65 96524047

F: +65 6634 9015

Stacie@heatbranding.com

www.heatbranding.com

Camomilla Milano's Hello Kitty Collection Thrills Kitty Fans in Singapore

The Italian fashion icon showcased a brand new line of Hello Kitty bags and accessories at the VivoCity flagship store.



Dyan Chang, founder of Rosablu Coterie with Hello Kitty and Camomilla fans

SINGAPORE, August 1, 2011 – On July 23, Hello Kitty fans gathered for a closed-door preview of the highly anticipated “Hello Kitty by Camomilla” collection. From 2:00-4:00pm, sixty invited guests were treated to refreshments and customized kitty cupcakes while being the first to shop the new range of products. Attendance was prompt and ladies made their entrance dressed from head to toe in their Hello Kitty best. A number of items were sold out almost immediately, as many pieces being showcased were one-of-a-kind and limited in quantity. With a full house and an afternoon of continuous sales, the Camomilla team as well as VIP guests indulged in a Kitty-filled afternoon with friends and fellow enthusiasts.

Dyan Chang, Founder of Rosablu Coterie (franchisee partner of Camomilla S.P.A. in Singapore) was thrilled with the turn out. "It was a huge success for the Camomilla brand. We are so pleased to be representing Hello Kitty and were blown away by the energy of all the Kitty fans!"

The "Hello Kitty by Camomilla" collection emphasized a new and sophisticated look that was clearly targeted towards professionals and fashion-savvy females. Shoppers' favourites included embroidered totes, quilted purses, and fun wallets displayed in a myriad of colours. The collection's top-selling item, which never had a chance to sit on the shelves, was the charming, pink wristlet from the 'Pretty' line. Kitty Bijoux experienced instant sell-outs with 50% of the stock being unavailable after the preview event.

"We were thrilled to learn that Camomilla Milano was bringing the Hello Kitty range into Singapore. I loved everything including the accessories, bags and pouches to bits!" raved Sherine Koh, an avid Hello Kitty and Camomilla Milano fan. "Unfortunately, before I could get my hands on some of the items, they were rendered out of stock! Hope to see Camomilla bring in more of the Hello Kitty range very soon."

The brand will debut its Fall/Winter collection and newest Hello Kitty range on the runway in September 2011. The upcoming portfolio promises a gorgeous variety of bags, wallets and accessories in proper Camomilla style and form. With a wearable color palette spanning neutrals, as well as classic red, black and whites, the brand will continue to target female professionals. The next season will also see an exclusive Gold collection, which will hit Singapore even before debuting in Italy.

If you would like to feature the "Hello Kitty by Camomilla collection" or need more information about Camomilla Milano, kindly 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 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.