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Camomilla Milano Launches its First Concept Store in Asia

The Italian fashion accessory icon will open its doors for the first time and delight guests with a VIP preview and fashion showcase.



SINGAPORE, March 25, 2011 – On April 15, Camomilla Milano will unveil its much anticipated concept store at Singapore’s VivoCity mall in conjunction with a pink, cocktail theme. Aligned with the brand’s Pink Party at the Milan flagship store, Singapore will see its very own version. From 6:30 – 9:30pm (media preview from 6:30- 7:30pm), invitees will preview the playful collections housed in a romantic, fairytale surrounding. From grand tree structures to stunning Italian chandeliers and antique boudoirs, the store is set to impress with its imaginative look and feel. Guests will be treated to Rose wine & gourmet canapés while enjoying a fashion showcase featuring top-selling items from the Spring/Summer collections. Distinctive gifts will be prepared for all VIP attendees.

The brand was founded in Milan in 1983 by Grazia and Maurizio Belloni, husband and wife duo. Grazia's professional verve and talent in the accessories field, combined with Maurizio's artistic eclecticism, enabled the two to bring this enterprise to life. In the midst of an 80's 'black-only' revolution, the pair flirted with flowers, romantic symbols and pastel colors; these iconic features continue to influence the products that define the brand today. Creative flexibility and diversified product ranges have allowed the brand to garner an impressive fanbase made up of women of all ages.

The store launch will highlight the international brand messaging focused on "Accessories and Emotions". "True to our tagline 'Accessori Ed Emozioni', it's about experiential shopping and feeling spoiled every day, not only on special occasions," raves Dyan Chang, Founder of RosaBlu Coterie (franchisee partner of Camomilla S.P.A. in Singapore). The brand compliments the cosmopolitan woman's lifestyle, giving free reign to her happy, playful side. The accessibility and brilliant range of products encourages and enables fashionistas to give in to that frequent fashion fix.

With everything from bags to wallets, purses, jewelry and hair accessories, the brand enjoys much success internationally. Camomilla Milano has three flagship stores and over 3,000 retail store customers all across Europe.

"I have always envisioned women entering a store full of beautiful, unique things; a store that overwhelms women with choices in style, shape, size, functionality and design. Essentially, we have created a modern day wonderland full of color, style and personality," said Dyan.

With guests 'thinking pink' for this distinctive opening party, Camomilla Milano is ready to showcase its flair and variety. The launch of the flagship store in Singapore is just the beginning as plans to expand regionally are slated for the near future.

Those interested to attend this private retail event should email jamie@heatbranding.com by Friday, 8 April 2011. For more information on Camomilla Milano and the store opening, 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

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.