

PARTY NOIRE: 2010 Ready-To-Wear Collection - *Minimal*  
Bucharest, 21 November 2010



Romanian fashion label PARTY NOIRE is pleased to announce the release of its third ready-to-wear collection: **MINIMAL**.

This collection features day and evening dresses designed by Alina Cosma who is also the founder of PARTY NOIRE.

MINIMAL was inspired from the vintage 1950's and the elegance that dominated that era. "My design for this collection is based on the combination of very traditional and very modern. I wanted to keep things simple yet to avoid having an outdated result. Feminine and figure flattering silhouettes benefit from trendy design elements like metallic embellishments, deconstruction and asymmetry, colour contrast used in both an obvious and in a discreet way, all of which are fused to generate an overall impact of long-gone elegance with a modern twist." said Alina Cosma.

PARTY NOIRE is for the modern woman who does not wait for special occasions to look and be her best. She lives passionately and embraces every challenge.

The fabrics favoured with the current collection are silk blends, cotton, viscose and light wool. Priced from 250 Euro to 370 Euro, the dresses will be made-to-order and made-to-measure as PARTY NOIRE continues its online retail experience.

"I wanted it not only to look beautiful, but to also feel beautiful. Given the minimal details of design I believe that each of these dresses can easily translate into individual, timeless, and gorgeous new additions."

The dresses in MINIMAL are now available at [www.partynoire.com](http://www.partynoire.com)

Please visit [www.partynoire.com](http://www.partynoire.com) for further information.

Thank you.

\* \* \*

## ABOUT PARTY NOIRE

PARTY NOIRE is the fashion label from Romanian designer Alina Cosma, who produces a limited series of beautiful and memorable dresses having black as the chromatic protagonist.

Debuting exclusively online in May 2008, PARTY NOIRE releases one high-end collection a year and has a highly-controlled manufacturing policy to deliver internationally based on pre-orders via [www.partynoire.com](http://www.partynoire.com) thus ensuring that each dress will reach the right customer and will be delivered with the right fit.

Starting August 2008, PARTY NOIRE presented the secondary line, *The Singles*, consisting of styles released individually and irregularly and addressing a slightly younger audience. These items are priced more accessibly and are to be produced in larger quantities than the high-end collections' pieces.

**PARTY NOIRE: chic power dresses for a rapidly-growing niche of confident, sophisticated women with a very strong sense of unique style, who appreciate limited-edition products executed at highest standards and presented at affordable prices.**



E: [press \(at\) partynoire.com](mailto:press@partynoire.com)  
[www.partynoire.com](http://www.partynoire.com)

Romanian version:

Bucuresti, Romania, 21 noiembrie 2010

**Brandul vestimentar romanesc PARTY NOIRE anunta lansarea celei de-a treia colectii pret-a-porter: MINIMAL.**

Aceasta colectie este compusa din rochii de zi si rochii de seara create de designerul Alina Cosma, care este totodata si fondatoarea PARTY NOIRE.

Piese din MINIMAL sunt inspirate din anii 1950 si de eleganta care domina acea perioada. „Stilul meu de design pentru aceasta colectie s-a bazat pe combinatia dintre traditional si modern. Am vrut ca noile creatii sa fie cat mai simple, evitand insa factorul demodat. Croiile clasice, feminine si gratioase, i-am adaugat elemente de design contemporan precum ornamente metalice, deconstructia si asimetria, contrastul coloristic folosit in mod evident sau discret, elemente care sunt imbinare pentru a genera o impresie clara de eleganta clasica cu detalii de design modern.” declara Alina Cosma.

PARTY NOIRE se adreseaza femeilor moderne care nu asteapta o ocazie speciala pentru a arata si a se simti foarte bine. Femeilor care traiesc cu pasiune pentru viata si se bucura de provocari.

Tesaturile folosite in aceasta colectie sunt matasea, naturala sau in combinatii, bumbacul, vascoza si lana prelucrata. Preturile rochiilor se situeaza intre 250 si 370 de euro, iar rochiile vor fi facute la comanda pe masura clientei. Comenzile sunt preluate exclusiv online pe [partynoire.com](http://partynoire.com).

„Am vrut ca noua colectie de rochii nu numai sa arate frumos, dar sa iti si dea sentimentul de frumusetate, calitate si confort cand le porti. Cred ca detaliile minimaliste folosite in crearea lor au puterea sa le adauge individualism, atemporalitate si frumusetate.”

Rochiile din colectia MINIMAL sunt disponibile online pe [www.partynoire.com](http://www.partynoire.com)

\* \* \*

**PARTY NOIRE: rochii chic dedicate femeilor sofisticate, care au o personalitate puternica si care aprecieaza editiile limitate de produse executate la cele mai inalte standarde.**

**press (at) partynoire.com**  
[www.partynoire.com](http://www.partynoire.com)