

I'VE HEARD THAT THERE'S A RECESSION ON, BUT I'VE NO PLANS TO JOIN IN. Zig Ziglar



PARTY NOIRE: 2009 Ready-To-Wear Collection - *Bourgeois Punk*
Bucharest, 5 May 2009

Independent Romanian label PARTY NOIRE is pleased to present the second ready-to-wear collection since the launch of the label in May 2008. PARTY NOIRE retains the innovative and bold decision for an online presence only policy for this collection too. "The Internet is a fantastic platform for a self-financed label, both from a creative and from a business point of view, and we are very excited at the opportunities it offers. Getting to know our customers first hand, irrelevant of their or our location, is simply invaluable." commented Alina Cosma, designer and founder of PARTY NOIRE.

Bourgeois Punk, the new collection, was conceived with a strong focus on the 24-hour dress to suit the lifestyle of the modern woman and allow her to enjoy the busy day and her success. Cosma quotes as the main source of inspiration her own needs: "My genuine appreciation of time, quality and comfort, longevity and individuality in design was the driving force behind the creative process for *Bourgeois Punk*. I experimented with clean, even sober silhouettes, and bold yet functional details such as rolled in shoulder straps that continue for the length of the dress or dress sleeves ending in cufflinks. These are dresses to work in and have fun in while still retaining a cool sophistication and a bit of daring that makes them very desirable." All items are made with practical and comfortable materials, cotton and silk being favourites.

In order to promote *Bourgeois Punk* with images that move away from the traditional fashion codes, PARTY NOIRE collaborated with the Swedish agency Spectacular Studios and the highly-respected Swedish graphic artist/painter Maria Larkman.

For electronic look-books and further information on PARTY NOIRE, please visit www.partynoire.com or contact us at press@partynoire.com.

Thank you.

ABOUT PARTY NOIRE

PARTY NOIRE is the fashion label from Romanian couturier 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 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.



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