

Press Release

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SARA ROMOLI'S NEW COLLECTION OF CORSETS ON DISPLAY AT RECENT FASHION SHOW IN NEW YORK CITY

NEW YORK CITY, NY. February 2009 -- The recent Fashion Show featuring designer Sara Romoli was held in Manhattan, New York (Westside Lofts - 336 West 37th Street - 6th Floor).

"Bridging the gap in historical fashion trends, NYFC's "Rose in'09 la Mode" Fashion Show brought together Vintage, Urban, Modern, and High End Couture pieces on one stage. This spring, the season of new life, their Pre - NY Fashion Week event introduced a new class of designers and styles."

This was the setting... The event showcased 14 emerging new fashion designers.



The New York Secret by Sara Romoli Collection -- Photo: courtesy of Roger Lanoue Jr @ RLJMedia.com

For this event, the model and fashion designer Sara Romoli, originally from Figline Valdarno, created a truly unique look that has become her trademark: cans in the hair of each model in place of hair rollers. She wanted "to do something different, capturing the attention of journalists and it achieved her goal as many claimed her to be the "The Best Designer of the Night" and during the interviews, every journalist was asking what

inspired the look of her models.

Sara is the designer of this particular line of fashion corsets and the collection bears her name: “New York Secret by Sara Romoli.”

The collection is capturing the attention of all who see it and the international singer Amy Rivard (one of the fans of Sara’s collection) always wears something of Sara’s at her every performance. Last month *Redance* became the exclusive distributor in Italy for New York Secret by Sara Romoli and now it is time for Italy to take notice of the collection.