

CHARLOTTE TARANTOLA



FOR IMMEDIATE RELEASE

Charlotte Tarantola Launches Girls and Tweens Line for Spring 2010

*Fashion forward line for girls inspired by the “wearable newness” of **CHARLOTTE TARANTOLA** and **CHARLOTTE TARANTOLA for Disney** debuts at NYC kids show. Charlotte has long wanted to create a girls’ collection and now fans of all ages can share her sparkling dream.*

New York, NY — July 31, 2009 — The confident prints and vibrant colors that are hallmarks of CHARLOTTE TARANTOLA combined with high-quality, wearable design, make the extension into the girls’ market a natural.

CHARLOTTE TARANTOLA for Girls will launch August 2-4, 2009, at **ENK CHILDRENS’ CLUB, Pier # 94, Booth #3404, A bit of Honey Showroom** (212-947-5644, honey@abitofhoney.com).

“The inspiration for the line is designing things that make me smile,” said designer and president Charlotte Tarantola.

Available at fine boutiques across the country in time for Spring, the tween-size collection (sizes 7-16) offers accents and appliqués including crisp and classic embellishments, ruffles, shirring, and refreshing mixes of pointelle, crochet and knit. The designs highlight cheerful styling, happy prints and refreshing colors in cardigans, camis and tees, bringing in artistry and subtlety found only in other CHARLOTTE TARANTOLA creations. With the CHARLOTTE TARANTOLA Women’s Collection as a foundation for the new line, rhinestone sparkles and girly details in the CHARLOTTE TARANTOLA for Girls collection are assured.

About CHARLOTTE TARANTOLA

Established in 1996, Charlotte Tarantola’s architectural approach to clothing design creates a dramatic silhouette while maintaining beautiful handfeel and modern fit. The collection offers a full assortment of stunning cardigans, sensational sweaters, and perfect-fit tees and underpinnings. Charlotte’s design philosophy remains true to her artistic roots, “Each piece begins as a canvas and is an occasion to create art,” with details inspired by Charlotte’s world travels, vintage thrift stores, and Old Hollywood glamour. The CHARLOTTE TARANTOLA collection is available at fine department and specialty stores nationwide, including Nordstrom, Macy’s, and Bloomingdales. For more information, please visit www.charlottetarantola.com.

About CHARLOTTE TARANTOLA for Disney

The sweetest and most demure Disney Princess character, Snow White, has touched the hearts of generations since arriving on the silver screen in the first feature-length animated film in 1937. In the spirit of this magical history, Disney Consumer Products and Charlotte Tarantola have come together to create a sophisticated new fashion line worthy of this celebrated Disney star: CHARLOTTE TARANTOLA for Disney. Well-known in the fashion industry for her trend-right designs that play up themes of color, innovative treatments and a subtle nod to nature, Tarantola was given access to the Disney archives to develop a collection that captures the essence of Snow White’s timeless story in an apparel line that is decidedly 21st century.

Media Contact:

Ada Williams, PR Director
CHARLOTTE TARANTOLA & LAQUETTE
646.290.7430
adaw@charlottetarantola.com
www.charlottetarantola.com

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