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SoftSheen-Carson Professional (L'Oreal USA)
Presents
EDWING D'ANGELO
SPRING 2009 'AQUATICA' COLLECTION
FEATURING ALL ETHNIC MODEL CAST

**High-end Designer Collection Inspired by Environmental,
Social and Political Climate**

New York, NY—August 19, 2008—On September 5th, SoftSheen-Carson Professional (L'Oreal USA) will sponsor the spring 2009 Edwing D'Angelo runway presentation at the Westin Hotel Times Square during Mercedes-Benz Fashion Week. D'Angelo, a Colombian born, New York based designer acclaimed for precision tailoring, men's and women's ready-to-wear and couture dresses, will showcase his signature collection, entitled AQUATICA, on an all ethnic model cast.

AQUATICA was inspired by the spring/summer season in Antarctica, when melting ice shapes and landscape textures form an ethereal backdrop of nature in contrast. The black and white, transitory period of Antarctica in the spring season is the metaphor for D'Angelo's spring 2009 presentation, which will include an entirely white collection of ready-to-wear pieces and couture gowns contrasted on the skin tones of all ethnic models.

"This collection mirrors our social and political climate and the evolutionary period this country is in," said D'Angelo. "I wanted to make a bold statement, not only with the clothing, but also with the casting of all ethnic models. As a designer of color, I felt a sense of responsibility to honor the beauty and diversity of ethnic men and women. From the all black issue of Italian Vogue, to the Democratic nomination of Barack Obama, this show is an extension of an evolving industry, an evolving country and an evolving perspective on what we deem beautiful."

The key element of the AQUATICA and Edwing D'Angelo designs is the emphasis on meticulous craftsmanship, garment construction and technique, focusing heavily on pleating and draping and attention to details and finishes. Known for his opulent, grand ready-to-wear pieces and dresses, D'Angelo's primary silhouette is modeled after a woman's hourglass shape in fitted, structural form. For gentlemen, D'Angelo designs for a fashion-conscious man with a specific taste, seeking wardrobe options for specific occasions. AQUATICA will showcase a range of men's and women's pieces presented with the signature Edwing D'Angelo aesthetic.

With AQUATICA, D'Angelo also seeks to bring attention to the continent of Antarctica and its issues of global warming. Heavily inspired by a continent in peril, D'Angelo's collection will place emphasis on key issues such as environmental preservation, humanity and social change.

"The AQUATICA collection speaks to even bigger global issues that affect us all," continued D'Angelo. "It was important that, in the process of creating this collection, I didn't neglect to address what's going on with the environment and our individual responsibility to preserve it."

The Edwing D'Angelo AQUATICA collection runway presentation will be held on September 5, 2008 at 5pm in conjunction with Couture Fashion Week. To RSVP, or to schedule pre or post-show interviews, please contact PR Noir at info@prnoir.com or 646.682.7637 (RSVP line). SoftSheen-Carson Professional (L'Oreal USA), along with isABelt™, will serve as the official event sponsors.

The SoftSheen-Carson Professional Style Squad will be providing hair styling to the all ethnic model cast. As experts in the field of ethnic haircare, SoftSheen-Carson is continuing its mission of bringing innovation through beauty to people of color.

About Edwing D'Angelo

Since 2001, Edwing D'Angelo has been creating a private label collection of ready-to-wear and couture gowns for an elite clientele of celebrities, socialites and fashion industry tastemakers. His work has been featured in the New York Post, CBS-2 Morning Show with anchorwoman Shon Gables, BET Veejays Tiffany and Free, Lifetime's "Strong Medicine" star Rosa Blasi and NBC "Third Watch" star Tia Texada. D'Angelo also served as the fashion consultant for the BET Music Awards and the Univision network. Celebrity clients include Wynona Judd, Patti LaBelle, Vivica A. Fox and Sean Paul, among others.

Edwing D'Angelo gained instant acclaim when his classic floral dress was featured in the hit 2006 hit movie "The Devil Wears Prada." D'Angelo's looks continue to be featured in prominent television shows, commercials and films such as the 2006 film "Dirty Laundry," the Super Bowl XL Pepsi commercial and Reebok's "I AM" Campaign featuring hip-hop violinist Miri Ben-Ari. For additional information, please visit www.edwingdangelo.com.



To view video footage of Edwing D'Angelo and previous collections, please visit:

CW 11 Feature [\[CLICK HERE\]](#)

Fashion Ledge Profile [\[CLICK HERE\]](#)

NY 1 Interview [\[CLICK HERE\]](#)

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PROFESSIONAL

About Soft Sheen-Carson Professional (L'Oreal USA)

SoftSheen-Carson, Consumer Products division of L'Oreal USA, is wholly dedicated to the care of hair and skin for people of color. SoftSheen-Carson's portfolio includes well-loved brands such as Dark and Lovely, Optimum Care, Wave Nouveau, Magic Shave, Lets Jam and Dark and Lovely Kids Beautiful Beginnings. For more information, visit www.softsheen-carson.com.



About isABelt™

The isABelt™ is the ORIGINAL virtually invisible belt. At one half inch wide, isABelt™ is a strong and flexible belt that virtually disappears when worn. The isABelt™ is the ORIGINAL fashion "fix-it" item, providing comfort and the assurance that all is secure without even knowing its there. The unique design of isABelt™ allows the wearer to customize the fit of the belt with the fit of the waist. isABelt™ is available in a range of styles and sizes for adults and juniors. For more information, visit www.isabelt.com.

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