

For Immediate Release



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Press Release

CHICAGO HAT DESIGNER TONYA GROSS SELECTED FOR ONLINE RETAILER ZAPPOS.COM 2013 EMERGING DESIGNER PROGRAM

Tonya Gross Millinery to Vend Hat Collection on Zappos.com Beginning March 2013



Hats from the [tonya gross millinery collection for Zappos.com](#). Photos by Tonya Gross, Karen Sheng Photo, Antonio Rivera (Sophia, BMG)

Chicago, IL, December 5, 2012: Chicago-based head wear designer Tonya Gross of [Tonya Gross Millinery](#) has been selected by online retailer [Zappos.com](#) for its 2013 Emerging Designer Program. The Tonya Gross Millinery SS 2013 CAPSule Collection for Zappos.com will include casual head wear for men and women, couture bridal, and special event hats for Easter and the Kentucky Derby. The collection will be prominently featured and sold exclusively on the Zappos.com site beginning March 2013.

Tonya Gross says, "I am thrilled for the opportunity to partner with such a prominent online retailer like Zappos.com, and so honored by this distinction. As a fledgling designer, it is the "big break" for which I have worked so hard for many years. The opportunity to present my line of handmade hats to such an esteemed buying team, and for my product to be seen by millions of Zappos.com' customers, is a boon for my hat business and welcomed attention for the US hat industry. This is a unique venture in that I will produce handmade hats for a large volume online retailer that are locally produced, and will employ a talented pool of resources drawn from the Chicago fashion industry; I am really proud of this."

From the [Zappos.com Emerging Designer](#) site: "Trend Manager Natasha Pace knows what it can mean to a struggling designer to sell their designs on Zappos.com: 'We recognize that there is so much undiscovered talent that exists in

the fashion industry and we really want to be able to help designers that are at the beginning stages of getting their collection off the ground, to present their designs on a national level,' said Pace. 'To me, that's what makes this program so unique and exciting—we're helping to make dreams come true.'"

Tonya Gross is an award-winning head wear designer based in Chicago, most recently featured on Bravotv's The Real Housewives of New Jersey and 'Crowns' at the Goodman Theatre Chicago, and in collections for Mercedes Benz Fashion Week for Pamela Roland and Plutocracy. Tonya Gross Millinery launched her business in 2007, and produces seasonal couture collections for bridal, special event, and evening wear, and casual headwear for men and women.

[Zappos.com](http://www.Zappos.com) is a leading destination in online apparel and footwear sales. Zappos.com initiated the Emerging Designer Program in December 2011. The program was developed internally by Zappos.com employees for up-and-coming fashion designers.

For more information about the Zappos.com. Emerging Designer Program, please visit: <http://www.Zappos.com.emerging-designer>

For more information about Tonya Gross Millinery, please visit: <http://tonyagrossmillinery.com>

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