



FOR IMMEDIATE RELEASE

Fall for Peruvian Imports 2014 New Ruana Collection ***One of a Kind Peruvian Alpaca Knitwear for Fall Weather Festivities***

NIPOMO, CA (September 30, 2014) – [Peruvian Imports](http://PeruvianImports.com), family-owned manufacturer of the finest and most luxurious Peruvian alpaca knitwear, for the family, wraps her up in style for fall 2014. Whether she’s heading out to the theater or for a stroll in the vineyards, Peruvian Imports fall 2014 ruana collection will keep her stylishly warm.

The soft, supple, breathable elegance of Peruvian Imports fall ruana’s will accent any outfit. Worn as a wrap or cloak, these are designed open in the front and sides for ease of wear. Handmade, these 100% alpaca knit Ruana’s are organic, hypoallergenic, breathable, lightweight, soft and versatile. “I’m very pleased with our Ruana line. These wraps are like a woman – full of personality and refined elegance,” says Gisella Carroll, owner of Peruvian Imports.



The [Chiara’s](#) sophistication and elegance pairs perfectly with casual jeans to the classic black dress. Featuring tight knit alpaca with a black and red scroll design. Colorful embroidery details showcase the handmade craftsmanship Peruvian Imports is known for. (Pictured above right, MSRP: \$250, available in red/black reversible)



[Trisco’s](#) whimsical design features a tri-toned blend of luxurious Peruvian alpaca. (Pictured left; MSRP: \$350, available in golden/grey or purple/black, shown)



Native inspired [Eclipse](#) features a geometric design with updated pinstripes along the edges. Harvest hues add a splash of color to fall wardrobes. (Pictured right; MSRP: \$350)

Founded in 1999, **Peruvian Imports** offers a complete line of hand-crafted indigenous Peruvian Alpaca knitwear for kids and adults. Working with Native groups from the Andes, Peruvian Imports supports humanitarian efforts to improve native lifestyles and is approved by [B Impact](#) certifying their environmental efforts. Peruvian Imports products can be purchased at www.PeruvianImports.net, as well as in boutiques and catalogs nationwide. For more information contact Peruvian Imports at (805) 929-2816 or visit www.PeruvianImports.net. **For more information, samples or images, editors may contact Karen Beaudin at Karen@bullpenpress.com.**