



# *SHEAR COUTURE*

by  
Rhonda Shear

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*Intimates designer, Rhonda Shear, is proud to announce SHEAR COUTURE, her new collection of exquisite, "one-of-a-kind" cocktail and evening dresses that are designed to mark the arrival of a bold new area in event dressing. The label is the result of Shear's finely-honed talent for design and her passion for creating exceptionally beautiful garments coming together to form a dazzling array of red carpet-ready gowns.*

*Each piece in the eponymous line has been meticulously constructed from the finest hand picked fabrics and materials. These include but are not limited to silk, chiffon, lace and more. Design elements give each piece its own unique look and include Swarovski crystal accents, graceful trains, deco inspired prints and others. This new collection takes Rhonda Shear to a new level in the "Rhonda Shear" brands continued evolution.*

*Known for the quality and success of items and from regular appearances on shopping channels worldwide, Rhonda Shear has gained the trust of millions of women seeking comfort and control.*

*Every item in the new collection is created using Shear's unerring eye for style and comes about as a result of her decades of experience in custom dress making, particularly with regards to intimate apparel. Each gown includes a new built-in "smoothing body suit," which is designed to flatter a person's shape and style in the most elegant and natural way possible.*

*Each of these new evening dresses is designed to reflect a formidable sense of confidence and self-worth. The fit of each piece has been specifically designed to accentuate the graceful lines of a woman's figure, regardless of the nature of the event that they're attending or their profession.*