

L'Armoire

102 Park Street
New Canaan, CT

www.L'armoirenewcanaan.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Fashion Super Star Christian Siriano Returns to L'Armoire December 4th

NEW CANAAN, CT (November 12, 2009) American fashion designer and Bravo Television's Project Runway winner, Christian V. Siriano will return to L'Armoire at 102 Park Street on December 4 from 11 a.m. to 6 p.m. for a personal appearance to coincide with the kick off of the New Canaan Holiday Stroll. A Siriano trunk show will feature the designer's spring collection along with pieces from his current line. The exciting young designer will also be selling and signing his new book, *Fierce Fashion*.

Adding even more style to this event will be a trunk show by Adesso, the colorful jewelry line created by Santa Barbara artist Samantha Goldstone. Adesso jewelry is made with a distinct combination of vintage and ethnic beads, semi-precious and precious stones and various metals, including sterling silver, gold, bronze and pewter. Ms. Goldstone will be in the store and pairing looks from her line with Siriano's current and future collections.

According to Diane Roth, owner of the upscale women's boutique that is a lead sponsor of the New Canaan Holiday Stroll, Siriano will bring a full selection of pieces from day- to evening-wear. Refreshments will be served.

This year the New Canaan Holiday Stroll continues a 4-year-old tradition with two days of events and fun for all. The annual local kick off of the holiday season features live entertainment, complimentary refreshments and late night shopping.

“We are delighted to have Christian’s line here with us for the holiday season,” said Diane Roth, owner of L’Armoire. “His sense of fun and sophistication is ideal for the active woman who wants to be in style and also cares that her clothes will be wearable over time.”

Christian Siriano has designed for style icons Victoria Beckham, Heidi Klum, Anne Hathaway, and Whoopi Goldberg, for whom he created an ensemble for her to wear as host of the 2008 Tony Awards. He designed outfits for Becki Newton and Vanessa Williams to wear on *Ugly Betty*, and several outfits for singer Estelle's album release. He had a guest starring role on *Ugly Betty* and Bravo's *Make Me A Supermodel*, has appeared on daytime and late night talk shows, and was a red carpet fashion correspondent for the 2008 Emmy Awards, 2008 MTV Movie Awards, a guest judge for the 2008 Miss USA Pageant, and recipient of a Bravo A-List Award.

Samantha Goldstone of Adesso is a young adult cancer survivor who is committed to helping children and young adults coping with chronic and terminal illnesses. A percentage of Adesso’s profits and time are donated to related causes.

Established in 1985, L’Armoire features high-end designers including Tuleh, John Galliano, Malo, and Gerard Darel. The store also carries estate and modern jewelry. L’Armoire is located at 102 Park Street, New Canaan, Ct. Store hours are Tuesday through Saturday, from 9:30am to 5:00 p.m. and Sunday and Monday by appointment. For more information call 203.966.1764, or visit their website at www.L'armoirenewcanaan.com.

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