

L'Armoire

102 Park Street
New Canaan, CT
www.LArmoirenewcanaan.com

PRESS RELEASE

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Siriano Personal Appearance to Highlight 2-day Style Event at L'Armoire on November 10 & 11

New Canaan, CT (October 27, 2010) On Wednesday and Thursday, November 10 and 11, L'Armoire at 102 Park Street will host a two-day style event featuring two young and exceptionally talented designers. On Wednesday, American fashion designer and Bravo Television's Project Runway winner, **Christian V. Siriano** will make a personal appearance at L'Armoire from 11 a.m. to 4 p.m. A trunk show will feature a full selection from the charismatic young designer's latest collection from day- to evening-wear as well as a preview of his spring line. Siriano's visit will mark the third time he has greeted fans and shown his collection at L'Armoire, one of the first boutiques in the country to carry his line. The event is open to the public and refreshments will be served.

On Thursday from 11 a.m. to 4 p.m., jewelry designer and artist **Samantha Goldstone** of Santa Barbara, CA, will also return to L'Armoire to present a trunk show of her latest jewelry collection for Adesso, which is characterized by exotic stones, beads, gold and silver and other materials she collects from all around the world for her limited edition designs. Philanthropy is an important component of Goldstone's business practice. A percentage of the profits from sales at L'Armoire on November 11 will go to the New Canaan Community Foundation.

"We are thrilled to have Christian and Samantha coming to here in November," says storeowner Diane Roth. "This is a great opportunity to find something really wonderful to wear with Christian's guidance on Wednesday. Then come back Thursday to find a really special piece of Adesso jewelry to accessorize it."

Fashion super star Christian Siriano has designed outfits for style icons Victoria Beckham, Heidi Klum, Anne Hathaway, Whoopi Goldberg, Becki Newton and Vanessa Williams. He began designing when he was just thirteen years old and attended the Baltimore School for the Arts and the American Intercontinental University in London, where he interned with punk legend Vivienne Westwood, and with Alexander McQueen. Upon returning to the United States and moving to New York City, Christian's break came when he earned a spot on season four of Bravo's hit program Project Runway. He became the show's youngest winner, fan favorite, and a rising star in the fashion industry with his clothing sold in Saks Fifth Avenue, Neiman Marcus, and stores around the world. Christian has also written a style guide titled *Fierce Style: How to Be Your Most Fabulous Self*, and his 2009 book tour included an appearance at L'Armoire.

Samantha Goldstone has been creating jewelry since she was a child. Her designs are inspired by the interesting materials and stones she discovers and collects during her regular travels to exotic destinations around the world. Adesso's limited edition jewelry is fresh and original, yet infused with elements of the past. Every piece is a blend of vintage, modern, local and international style made from beads, semi-precious and precious stones and various metals, including sterling silver, gold, bronze and pewter. Incorporating such materials into her jewelry makes every piece in her collection truly unique with its own story. Adesso pieces have been worn by many Hollywood celebrities and the Adesso collection was part of the Emmy Style Lounge at the Montage Hotel in Beverly Hills in August. Her signature bracelets were featured in *O, The Oprah Magazine* last summer.

L'ARMOIRE is a one-of-a-kind boutique where those who appreciate style and fine clothing can expect the latest fashions, accessories and jewelry from exclusive designers; discreet and objective shopping advice; in a sophisticated and relaxed environment; conveniently located in New Canaan, CT. The store also carries a unique collection of new and estate jewelry, and accessories to complement any outfit. Owner Diane Roth works with exclusive American and European designers that range from small unknown start-ups to brands straight from the pages of "Vogue" such as Gerard Darel, John Galliano, Malo, Cynthia Rose, Morgane Le Fay, and Christian Siriano. **For more information on L'Armoire and upcoming appearances, trunk shows and other store events, visit www.larmoirenewcanaan.com.**