

L'Armoire

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

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Sally Frank, Public Relations
Phone (914) 584-6292

March 13, 2011

L'Armoire Gears up for Spring with Trunk Shows by Two Leading American Designers

NEW CANAAN, CT- After a very cold and snowy winter, spring may finally be just around the corner. Spring fashions however, are already here! L'Armoire at 102 Park Street is leading the charge into spring with two cutting-edge designer trunk shows. From Thursday, March 17 to Saturday, March 19, the exciting New York label Morgane LeFay will be featured each day from 10 a.m. to 4 p.m.

The fashion house designer Liliana Casabal has designed the collections since Morgane Le Fay's inception. Born and raised in Argentina, Ms. Casabal is a self-taught designer. Her artistic growth continually flourishes amidst the tremendous influence and energy of New York City. Morgane Le Fay designs are worn by clients of all ages due to their universal sense of ease and elegance. In the ever-widening global economy, Morgane Le Fay is a true example of a local business with a social mission-to hire and serve locally, and to provide a positive, healthy work environment.

On Thursday and Friday, March 25 and 26, L'Armoire will present Isaac Mizrahi's spring collection which features the designer's signature sense of humor and focuses on trompe l'oeil patterns and floral motifs. Isaac Mizrahi was born in Brooklyn, New York. His passion for design and performance began at early age. Isaac studied acting at the High School of Performing Arts and fashion design at Parsons. He has appeared in films and television shows including "Sex & the City," "Ugly Betty" and "Celebrity Jeopardy." Television audiences have

come to love Isaac as the host of his own series on both the Oxygen Network and the Style Network and on Bravo's "The Fashion Show."

Isaac's daily web series can be seen at WATCHISAAC.COM and features his unique take on cooking, trends, style, fashion, and entertaining. His book, *How to Have Style*, was published by Gotham in 2008. "L'Armoire has carried Isaac's creations for the past two years," said storeowner Diane Roth. "His designs are always innovative and fresh and offer the sophisticated woman looks that are stylish and also carry a sense of whimsy. This spring line is no exception."

For up-to-date information on trunk shows and other events at L'Armoire, visit www.larmoirenewcanaan.com.

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, 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.**

###