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Fashion Designer Romanitza - Dramatic New York Debut

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Acclaimed Romanian couture fashion designer Romanitza Claudia Iovan will present her latest dramatic collection in New York for the first time at Couture Fashion Week. The highly anticipated fashion show was held on Sunday, September 9, 2007 in the Roof Ballroom of the world-famous St. Regis Hotel. A former fashion model, Ms. Iovan launched her Romanitza fashion house in 1991. The label soon became one of the most successful in Romania, and Ms. Iovan's inimitable style and work ethic helped to build her reputation as a highly creative and accomplished designer and business woman.

The exquisite quality and aristocratic air of her designs have earned her distinctive runway shows a special respect and recognition. In 1993 Romanitza was invited by the Romanian Youth Travel Office to be part of government-sponsored tourism promotion in the United

Arab Emirates, with a collection of Arab-inspired pret-a-porter. In 1994 Romanitza won first prize at the National Fashion Festival of Romania, and shortly after became the first Romanian designer invited to open an exclusive showroom at the World Trade Plaza in Bucharest. Her 1996 Spring/Summer collection entitled "Rainbow Flowers" was presented on the runway at the World Trade Plaza's performance hall - a gala performance that also celebrated the designer's fifth successful year in the fashion industry.

The event was covered by all major Romanian fashion publications. Romanitza opened her second boutique in 1999 on Bucharest's fashionable Calea Victoriei, and soon after became the exclusive retailer of Elegance Paris fabrics and the Elegance Boutique pret-a-porter line, as well as of Borsalino hats and Bruno Magli shoes and bags for Romania. A few years later, Romanitza opened the first Escada Couture shop in Bucharest. Romanitza continues to build her brand in the fashion industry, presenting seasonal collections and taking part in many television programs and fashion events, including Bucharest Fashion Week.

Cuvinte cheie: Romanitza.

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