

Romanian Romanitza returns to Couture Fashion Week

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Renowned Romanian couture fashion designer Romanitza Claudia Iovan will return to Couture Fashion Week New York on September 7, 2008 with the presentation of her latest collection. The fashion show will be held at the elegant Westin Times Square, in the heart of the Big Apple.

Romanitza made her debut at Couture Fashion Week in September 2007 with a dramatic runway show at the world-famous St. Regis Hotel.

In December 2007 she returned to New York City presenting her collection as part of the grand opening festivities of the Desmond Tutu Center and she revisited New York in February 2008 as part of Couture Fashion Week with a stellar collection entitled "Seventeen". Romanitza's September 2008 showing in New York promises to be an unforgettable event.

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.

"We are delighted to once again welcome this talented designer back to New York," says Couture Fashion Week producer Andres Aquino.

"Romanitza is highly creative, business savvy and a dynamic and visionary person, and her runway shows are always a delightful spectacle."

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.

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