



## PRESS RELEASE

### CHROMATISMS TO WEAR

« Chromatisms to wear » is the leit motif of the new brand dedicated to women « **Carole Dana** ». An Explosion of multicoloured floral and checkered patterns skilfully combined give birth to a look which reveals as highly distinguishable.

The unusual employment of indian block prints and of shoukas, the blankets worn by the african Masai tribe, are the distinctive signs of the collection. Materials arrive from far away, production is partially made in Italy and partially in UE, lines and cuttings rely on the Italian tradition.

The SS19 collection, although not a total look, offers a rich combination of cotton shirts and long dresses, swish modal pants and jackets with combinations of shukas and cottons prints.

The brand Carole Dana, at its first experience in a trade show, is already present in several shops both in Italy and abroad amongst those we like to enhance Milan, Porto Cervo, Forte dei Marmi, Gstaad, Ibiza just to mention a few.

Present at Garage showroom of Marina Guidi the collection, in the course of the September 2018 fashion weeks, is being presented both in Milan and Paris.

**Milan September 21st 2018**

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