

The Launch of Something Cool, Crisp, and Fresh: Frais Culture

Date: 08-20-2010 03:51 PM CET

Category: [Fashion, Lifestyle, Trends](#)

Press release from: [Young World Management](#)

Agency: [Young World Management](#)



FOR IMMEDIATE RELEASE

August 20, 2010 - (Miami, FL.)

The fashion industry is very influential to the trends that have been a part of life way before the 1970's. Every decade an authentic fashion designer emerges with vibrant ideas and class that, in due time, will flood the commercial industry. With their new ideas and designs, the awareness within the general public will increase as time passes with enough enthusiasm for that designer to become a conglomerate and a major factor in retail. This decade, vibrant is the keyword that can be classified as a main element from this up and coming fashion designer. With a mixture of culture, music, sports, arts, film, and retro urban trends, 'Frais Culture' brings you a new line of designs that will definitely set the market ablaze. Their introduction into the fashion world is already underway and from the direction that they are coming from, the urban retro style has a new addition blazing in full effect.

When described as underway, the definition behind that only means that 'Frais Culture' is on the verge of their grand launch into, not only the fashion world, but also into your world. The proper and necessary rearrangements are already being prepped to put together a grand fashion show to introduce the new brand. Set in the heart of South Florida, 'Frais Culture' is proud to bring you the 'Cool, Crisp & Fresh Fashion First Look: The Introduction to Frais Culture.' The brand is more than enthused to represent and showcase their fall collection with different 'vibrant' individual pieces. Honored attendees will have a chance to take a first look into the world premiere of a new line that'll be set to the hit market soon after. More details into the grand launch will be announced within the week. Stay tuned for immediate updates as soon they are released.

Introduction to a 'vibrant' company and their key players:

Frais Culture, LLC.

Cool Claudio Daniel President & CEO

Crisp Rodney Brutus Vice President of Sales

Fresh Alex Dorlus Vice President of Marketing

Frais Culture (French pronounced Freh Culture) is an international brand founded in 2010 by Claudio Daniel, Rodney Brutus, and Alex Dorlus. The term frais is an adjective meaning cool, fresh, or crisp. The line is inspired by the creative aspects of music, film, art, and sports culture of the 90's and today. Products include t-shirts, hats, buttons, and stickers for men and women. With a scheduled launch for Fall 2010, founder Claudio Daniel describes the movement as "a breeze of new coolness coming to town."

Frais Culture
7673 JUNIPER ST
MIRAMAR, FLORIDA 33023
www.fraisculture.com
info@fraisculture.com
Phone: 786.271.4420

For more information contact Sunny for Young World Management:
Phone: (305) 942-8996
Email: info@youngworldmgmt.com

[You can find this press release here](#)