

Fashion with an Impact: Eco-friendly, Empowering, and Philosophical

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Agency: CEO

New York, New York, June 18, 2008. Nadia Nour is about to launch her new “Holiday 2008” line at a time when global environmental issues are in full focus; oil prices are rising, global warming is in hot debate and green initiatives are making their debut across all commercial sectors. Nadia’s new collection will make it possible to wear high-end fashion garments, show off your personal style and reduce your “carbon footprint”. The collection emphasizes organic cotton and vintage fabrics, and Nadia’s environmental values are further demonstrated by her insistence on producing locally in New York City’s Garment District. Some of her upcoming collection can be viewed at www.nadianour.com.

“I designed the line for women who defy trends, express themselves through their distinctive sense of style and who are rooted in making a positive contribution to the environment,” stated Nadia. Her collection is designed for confident women of a range of sizes, as her pieces are created up to size 12. Nadia Nour is empowering, not elitist or exclusive. She draws on her background in philosophy, travel and design for inspiration.

Nadia’s new collection features luxurious, rich colors and fabrics suited for the holiday social season. The textures and silhouettes empower women and provide quality, eco-friendly and sustainable style. Silk charmeuse, iridescent silk chiffon and metallic silk tissue debut in her collection and give instant glam to the pieces. The line features dresses, skirts and tops, and is available online or at high-end boutiques in New York and Los Angeles. Her pieces are priced \$200 to \$600.

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