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**FOR IMMEDIATE RELEASE**

***Elda De La Rosa Chic Heats Up Latino Fashion Week***

*Elda De La Rosa presents ten new sizzling couture gowns at Latino Fashion Show*

**Chicago, Illinois (September 25, 2008)** – Among Chicago’s most prominent Latina couture fashion designers, Elda De La Rosa stands out as a burgeoning talent on the world stage. In tribute to her Latino roots and to her home city of Chicago, Elda will be presenting ten new couture gowns as part of Latino Fashion Week. The events are scheduled from October 27 through November 2 at various locations throughout City.

This year’s Latino Fashion Week celebrates old Latino Glamour and Hollywood style. Each designer chosen to participate has selected a famous Latino icon and was asked to create a wardrobe that represents their style and personality. Elda chose actress Dolores Del Rio as her muse and has created ten original gowns to portray the actress’s glamour and persona. The gowns are a compilation of luxurious silks, dreamy charmeuses and beautiful taffetas.

“I’m very excited to be participating in this year’s Latino Fashion Week. The gowns I have created for the show were carefully made to represent Latino culture and timeless glamour” says Elda.

Elda De La Rosa was born in Coahuila, Mexico and is no stranger to the fashion world. Watching her father become a carpenter and her mother a seamstress, it seems as though the ability to design and be creative was in her blood. After excelling in fashion school, she is now well-known for her beautiful handmade creations. In business since 2001, she personally works with each client from first sketches to fabric selection, muslin and fitting process to the final customized garment. Elda creates elegant outfits for all occasions, specializing in cocktail, evening, bridal and commitment ceremony ensembles. Her work has been featured in: *Daily Candy*, *Chicago Social Bride*, *Trendy*, *Brides.com*, *Chicago Tribune*, *Style Chicago* and *Today’s Chicago Woman*.

Chicago’s Latino Fashion Week begins on October 27 and runs through November 2. A few of the events during the Latin Fashion Week include a student designer contest, a hair product showcase, a masquerade ball, and an International fashion show. To find out more about this event or to reserve your tickets visit <http://chicagolatinofashion.com>.

Elda De La Rosa’s boutique is located at 5555 North Sheridan Road, Suite 0015, Chicago, IL 60640. Hours are Tuesday - Friday 11:00AM to 6:00PM, and Saturday by Appointment. For more information please visit [www.eldadelarosa.com](http://www.eldadelarosa.com) , call us at: 773-769-3128 or email: [info@eldadelarosa.com](mailto:info@eldadelarosa.com) .

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