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**Elda De La Rosa Selected to Debut Her New Collection at Luxe Collective Runway Show during Nolcha Fashion Week in New York**

**Sept. 14, 2009 (Chicago, IL)** - Elda De La Rosa, founder of Elda De La Rosa Couture, is one of seven independent, innovative designers who has been selected to participate in the exclusive Luxe Collective Runway Show taking place during Nolcha Fashion Week in New York, held simultaneously with New York Fashion Week.

The Luxe Collective Runway Show is a dedicated showcase of seven select independent fashion brands that specialize in luxury fashion and lifestyle. The event will be held on September 16, 2009 at the iconic Bohemian National Hall.

**About Nolcha Fashion Week: New York**

Award winning Nolcha Fashion Week held September 14th - 18th, 2009, simultaneously with New York Fashion Week, consists of runway shows featuring emerging and independent designers, accessory exhibition, industry networking events and fashion business seminars held by reputable fashion business industry figures. <http://www.nolchafashionweek.com>.

**About Elda De La Rosa Couture**

Since 2001, Elda De La Rosa has been designing beautiful couture collections inspired by the flowing, organic nature of the fabrics she uses. Her pieces have been worn by media personalities and celebrities and featured in numerous media outlets including, *The Chicago Tribune*, *Chicago Social Bride*, *The Chicago Sun-Times*, *Daily Candy*, *Style Chicago*, *Today's Chicago Woman and Trendy*. As a leading Chicago designer, Elda has also been asked to judge at the Richard Driehaus fashion show and participate as a board member on the Apparel Industry Board. Her spring 2010 collection will be featured during Nolcha Fashion Week in New York, held simultaneously with New York Fashion Week.

Elda De La Rosa Couture is located at 5555 North Sheridan Road, Suite 0015 in the historic Edgewater Beach Apartment "Pink" building. For more information, please visit [www.eldadelarosa.com](http://www.eldadelarosa.com), call (773) 769-3128 or email [info@eldadelarosa.com](mailto:info@eldadelarosa.com).

Follow Elda online at <http://eldadelarosa.wordpress.com/> or join her Facebook group <http://www.facebook.com/home.php#/group.php?gid=57218821698&ref=ts>.

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