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FOR IMMEDIATE RELEASE

Chicago Couture Fashion Designer Elda De La Rosa is Red Hot

Elda De La Rosa's Couture Gowns to be Presented at Chicago Is Red Hot Fashion Show

Chicago, Illinois (September 15, 2008) – Only the freshest, hottest, brightest talents are featured in this year's *Chicago Is...Red Hot* fashion show. Produced annually by the Apparel Industry Board, Inc. Red Hot is one of the largest fashion events in the city. Used as a showcase for Chicago's top and up-and-coming talents, Chicago-based Elda De La Rosa will be of the show's shining stars.

Elda has created five new couture gowns for the Red Hot event using the finest silks and Charmueuses. Known for her elegance, opulent fabrics and daring feminine demure, her delicious color choices include: Elegant ivory, molten chocolate brown, graceful taupe, blush pink silk taffeta and an eco-friendly green silk shantung.

“It's an honor to be included and to bring our signature dazzle to the show. We have put opulence into every detail of these gowns so they are as beautiful to wear as they are to look at.”
Said Elda De La Rosa

Elda De La Rosa is 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*.

The Chicago Is...Red Hot fashion show is scheduled for September 26, 2008. To find out more information about this show or to reserve your tickets visit www.aibi.com/pages/redHot.html or call 312-836-1041.

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, Saturday by Appointment. For more information please visit www.eldadelarosa.com , call us at: 773-769-3128 or email: info@eldadelarosa.com .

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