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**FOR IMMEDIATE RELEASE**

**Chicago's Elda De La Rosa's Couture Tootsie Roll Wrapper Dress is Cherry**  
*Candy wrapper couture gown is as much art as style*

**Chicago, Illinois (September 15, 2008)** – When challenged with creating a couture gown out of Tootsie Roll Candy Wrappers, Chicago-based designer Elda De La Rosa went deliciously over the top with a multi-layered, cherry flavored evening creation. Participating in the Sweet Chic fashion show on October 11, 2008 at the Museum of Contemporary Art, the event gives new meaning to the word eye candy as the event puts closure to Chicago's 2008 fashion week.

Showcasing a collection of Chicago's top-notch fashion designers, each piece exhibited will be made from a different flavor or variety of Tootsie Roll candy wrappers.

Elda's gown was inspired by cherry blossoms. Their fresh blooms and soft flowers echo a whimsical, lyrical awaken. Her creation took 40 hours and over 1,000 candy wrappers and other fabrics for Elda to go from conception to confectionary couture.

"I have always been inspired by cherry blossoms. They are soft and vivacious as they blush with a season that signals new beginnings," says Elda.

Elda De La Rosa is well known in Chicago 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 Sweet Chic fashion show is a benefit produced by the Spina Bifida Association of Illinois in celebration of their 40<sup>th</sup> anniversary. To find out more about the Spina Bifida Association and Sweet Chic fashion show and how to reserve your tickets visit them at [www.sbail.org](http://www.sbail.org) or call 773-444-0305.

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](http://www.eldadelarosa.com) , call us at: 773-769-3128 or email: [info@eldadelarosa.com](mailto:info@eldadelarosa.com) .

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