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Media Contact:

Amy Fitzenrider

773.960.7818

amyfitzdemaio@gmail.com

Elda De La Rosa Couture to Premier Full-line Collection at Fashion Focus Trunk Show

The Alta Gracia Full-Line Collection to Feature Evening Gowns, Cocktail Dresses and Day-to-Evening Wear

Chicago, IL– Fashion Focus- October 16, 2009 – Premier Chicago couture designer, [Elda De La Rosa](#), today announced that she will be hosting her first full-line trunk show featuring her spring 2010 collection, Alta Gracia, on Thursday October 22, 2009 from 4:00p.m. – 6:00p.m. at the Chicago Tourism Center, 72 East Randolph St. (Garland Court).

The Alta Gracia Collection, meaning high grace in Spanish, features evening gowns, cocktail dresses as well as daywear and separates designed to go from the office to evening. The inspirations for the collection are the strong, yet beautiful and feminine women who have influenced De La Rosa's life. As such, she has tapped the classic tailored, vintage look of the 40's, where structure met femininity, for her pencil skirts, jackets and ensembles. Throughout the collection she uses luxurious fabrics, including wool and silk blends and charmeuses.

"I'm excited to host my first full-line trunk show in Chicago during this year's Fashion Focus," said De La Rosa. I know women are looking for beautiful, unique gowns and cocktail dresses to wear to holiday parties and benefits, but I also realize, in today's fast-paced, multitasking world, they need versatile pieces that can easily transition from functional daywear to elegant eveningwear. That is why, for the first time, I'm including daywear and separates in my full-line collection."

The Alta Gracia collection also features evening gowns and cocktail dresses made with the decadent fabrics and rapt attention to detail for which Elda De La Rosa has become known. These gowns, including Hermosa, Graciela, Rosario, Inez, Lucia, Ximena and Amanda, were named after the women who have influenced the artist and designed to exude powerful femininity.

About Elda De La Rosa Couture

Since 2001, Elda De La Rosa has been designing collections inspired by the strong, beautiful women who have helped shape her life and the flowing, organic nature of the fabrics she uses. Her pieces are frequently worn by Chicago media personalities and local celebrities and have been featured in numerous media outlets including, *The Chicago Tribune*, *Chicago Social Bride*, *The Chicago Sun-Times*, *Daily Candy*, *Style Chicago* and *Today's Chicago Woman*. As a leading Chicago designer, Elda has been asked to judge the Driehaus Awards for Fashion Excellence and participate as a board member on the prestigious Apparel Industry Board, Inc. (AIBI). Her spring 2010 collection, Alta Gracia, was featured during Nolcha Fashion Week in New York and at World Fashion Chicago.

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, call (773) 769-3128 or email 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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