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**FOR IMMEDIATE RELEASE**

***Viva La Fashion En Chicago***  
*Couturier Elda De La Rosa Represents Mexico at World Fashion Show*

**Chicago, Illinois (September 24, 2008)** – As a little girl in Mexico, Elda De La Rosa’s family celebrated women through Debutante Balls and Cotillions. The matriarchs of her family sewed lavish gowns with cinched waists and glamorous necklines to glorify feminine curves. For as long as she could remember Elda De La Rosa knew she was destined to become a couturier. On Thursday, October 2 at Millennium Park at 7:30pm Elda De La Rosa will debut three of her newest designs as she represents Mexico City as Chicago’s Mexican fashion ambassador in the *World Fashion Chicago Show*. The event promises to “Bring the World to Chicago and Chicago to the World”, with fashions that combine designers, trends and styles from all over the world.

“There is nothing more thrilling than expressing my heritage through the artistry of creating new designs. I’m honored to represent Mexico in the World Fashion Show. I am from a bloodline and culture that celebrates women, their beauty and their spice.” says Elda.

Born in Mexico, Elda De La Rosa moved to Illinois from Coahuila at two years old. Watching her mother, grandmother and aunts sew beautiful gowns for parties, weddings and cotillions, Elda’s small fingers and large appreciation blossomed under the skillful mentoring of her family. Elda enrolled in the School of The Art Institute and the Illinois Institute for Art and Design and has been running a successful boutique ever since graduating.

“My father and grandfather were builders, my mother and grandmother were seamstresses. Designing was part of my DNA and I just knew how to do it” says Elda.

Elda 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*.

World Fashion Chicago produced by Chicago Sister Cities International takes place on Thursday, October 2. The runway show is at Chase North Promenade at Millennium Park and is free to the public. A celeb-studded after party at Trump International Hotel and Tower will immediately follow. For more information regarding World Fashion Chicago visit [www.worldfashionchicago.com](http://www.worldfashionchicago.com) or call 312-744-2172.

According to their website The Chicago Sister Cities International Program, under the support of the Department of Cultural Affairs, “provides leadership to develop, manage and coordinate

comprehensive exchanges with Chicago's 27 international Sister Cities." For more information about the Sister Cities program visit [www.chicagosistercities.com](http://www.chicagosistercities.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, 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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