



Revelation by M.E.

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FOR IMMEDIATE RELEASE

Finally, A Fashion Collection as Multi-Faceted as You

"Revelation by M.E. introduces a versatile yet sophisticated Fall 2009 Collection that captures the essence of what women seek when updating their wardrobes: **budget-conscious, eco-friendly, classic, and current.**"



San Francisco, CA/ April 1, 2009 - Revelation by M.E. launches its Fall 2009 Collection that focuses on a structured comfort of seasonless, sexy dresses that are workday appropriate and layers them with textured day or night cover ups that are right on trend. Fashionistas can enjoy stretching their dollars as the layered elements are completely detachable and able to be worn separately. The collection capitalizes on the style

savvy elements of the current economy as it is versatile through the seasons, comfortable for everyday, and sexy yet sophisticated for any occasion.

The collection solves the day-to-evening fashion dilemma and includes designer dresses and dressy casual fashion separates that are as comfortable as they are stylish. Timeless silhouettes are updated with details including leather piping, side buckles and chunky knits. Constructed primarily from 100% natural and biodegradable modal textile, each work-to-play garment is as soft as your favorite jersey tee and as color fast and fade resistant as your dry-clean only's. To top it off, the all textiles used are domestically manufactured and the entire collection is produced in San Francisco.

Revelation by M.E. accomplishes the feat of transforming fashionable business casual attire, day dresses and sweater dresses into social hour and date-night worthy cocktail dresses for women on the go. "We wanted to create a collection that was classically feminine and slightly edgy at the same time," described Eloisa Serrano, co-designer for the brand. "It's the best of both of our personalities." The design team's other half is Myrda Monasterial (the "M" and "E" of the brand). Both graduated from the FIDM fashion design program.

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