



Revelation by M.E.

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FOR IMMEDIATE RELEASE

A "Revelation" for the New "ME" Generation

Revelation by M.E., a San Francisco-based fashion design team, has launched its collection of day to evening dresses that are both business casual and cocktail-attire appropriate. Available for Summer 2009, this line of versatile and reversible dresses can be worn up to five different ways.



January 16, 2009/ San Francisco. Women these days are climbing the corporate ladder and entering the ranks of six-figure earners faster than they can change their hairstyle. So who has time to go home to change outfits? Today's wardrobe has to multi-task and no one needs to see a woman carry her closet in her shoulder bag. So what is a savvy woman to do? Check out the Debut Spring/Summer 2009 Collection of day-to-evening dresses by San Francisco-based design team Revelation by M.E.

"This collection is for the woman who practically lives out of her car," Myrda Monasterial, co-designer for the brand, described. "She doesn't have time to go home and change because she's too busy climbing the corporate and social ladders." "So we have incorporated adjustable or detachable details which completely change the look or silhouette of the same dress," added Eloisa Serrano, Revelation by M.E. co-designer. "Which is also perfect for business travelers to reduce their luggage weight as one dress can be worn up to five different ways." Each of the five designs is produced locally in San Francisco from modal, a textile which creates less waste than cotton or polyester, so eco-conscious gals of the new "ME" generation can continue to feel good about looking good.

Styles include reversible garments, detachable sleeves, adjustable lengths, and convertible belts and sashes. A soft and feminine palette of spring greens, dusty charcoals, glowing neutrals and ocean blues compliment patterns of dramatic stripes, swirling waves and climbing florals. The

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collection is available for sale in San Francisco boutiques and will be available online at www.revelationbyme.com by the end of May 2009.

To view the complete collection please visit www.revelationbyme.com or www.altitudepromotion.com. For wholesale and media inquiries, please contact Karri Ann Frerichs, Altitude Promotions at 402.490.2579 or info@altitudepromotion.com.

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