



theSUTRA by Ruchika Jain

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FOR IMMEDIATE RELEASE

theSUTRA makes its San Francisco debut at local boutique favorite – Ooma.



August 12, 2008 / San Francisco. Selections from theSUTRA's 2008 Collection will be available beginning this August at Ooma, 1422 Grant Ave, San Francisco, CA. Ooma shoppers will discover theSUTRA's signature breezy blouses, a drop-waist drawstring tunic and a dramatic wrap-waist maxi dress. Each garment is constructed from a lightweight cotton voile fabric complete with stitching details perfect for San Francisco's Indian summers.

"Ooma paints a perfect picture of San Francisco cosmopolitan culture, yet always has something to set it apart from the rest," said Ruchika Jain, theSUTRA's designer. "It's a prestige to debut at Ooma." When Jessica Gruner, Ooma's new owner, discovered theSUTRA's drawstring cap-sleeve tunic, checkered blouse and floral maxi dress on www.thesutra.com, she immediately scheduled a meeting. "This one's coming home with me," Gruner said with a smile referring to a frayed floral button-up top with front pin-tucks, side waist smocking and a tie belt.

Six different styles from theSUTRA's 2008 Collection will be available starting August 15, 2008. To view theSUTRA's Spring 2009 collection as well as current samples, please visit, www.thesutra.com.

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