

LE Designs

WWW.LAUREN-ELAINEDESIGNS.COM



Lauren Elaine Designs
-WWW.LAUREN-ELAINEDESIGNS.COM-

Lauren-Elaine Designs (LED) is a high-end, ultra-femme women’s label by Designer Lauren Elaine, consisting primarily of gowns, dresses, and separates designed with an emphasis on effortless elegance and individuality. In March of 2008, LED officially debuted during LA Fashion Week with the presentation of the Fall 2008 “Mirage” Collection. Since then, LED has garnered much attention throughout Southern California and Texas, appearing in magazines such as 944 and Riviera, and numerous red carpets. The “Mirage” Collection, and other one-of-a-kind pieces are currently carried at boutiques in both Southern California and Texas, and sold online at [www. Lauren-Elaine Designs.com](http://www.Lauren-Elaine Designs.com).

Please review this press kit to learn more about Lauren-Elaine Designs, and visit the website to view the complete collections.





-DESIGNER BIOGRAPHY-



Designer Lauren-Elaine was born and raised in San Diego, CA. At a young age she discovered her passion for creativity when her mother enrolled her in sewing lessons. At the age of 13 she was scouted at a local mall and began modeling. Throughout high school, Lauren pursued a career as a model, working for such clients as Teen/Seventeen Magazines, Chanel, and Nordstrom- to name a few. Through modeling, Lauren was exposed to the world of fashion and design, and with her combined sewing talents, she began to create her own clothing.

Following high school, Lauren attended the University of Texas, where she received a B.S. in Film Production. While in Austin Lauren also began to dabble in acting-appearing as co-star “Becky” in Capitol recording artist Dierks Bentley’s music videos, and in such films as Fox Searchlight’s *THE RINGER*, and Miramax’s *SIN CITY*. Austin also provided the perfect environment to start a unique, personal fashion line. Lauren launched Lauren-Elaine Designs (LED) in 2005, selling to private clients and friends online. The early pieces from LED gathered much attention in Austin, and appeared in *Brilliant Magazine* and *512*, to name a few.

Following graduation from UT, Lauren returned to California to pursue acting, modeling, and fashion full-time. And while acting and modeling kept her busy, the onset of the writer’s strike in Fall 2007 gave Lauren the extra time needed to seriously pursue a career in Fashion Design. The results have been very rewarding.

In March of 2008, LED officially debuted during LA Fashion Week with the presentation of her Fall 2008 “Mirage” Collection. Since then, LED has garnered much attention throughout Southern California and Texas, appearing in magazines and numerous red carpets. The “Mirage” Collection and other one-of-a-kind pieces are currently carried at boutiques in both Southern California and Texas, and sold online at [www. Lauren-Elaine Designs.com](http://www.Lauren-ElaineDesigns.com).

For Spring/Summer 2009, LED is excited to announce the “Siren Collection. The S/S 2009 “Siren Collection” gets its name from both the silver screen sirens of the 40s and 50s, as well as the mythical sirens from Greek Mythology. For the collection, designer Lauren Elaine looks to inspiration from water, full skirted vintage silhouettes of the 50s, fairytales, and a palette of aquas, bold florals and pastels, and subtle hints of metallic. Lauren insists on a hands-on approach to designing, and each piece in the “Siren” Collection, and every LED collection sample to date, has been sewn by Lauren herself.

Lauren is 24 and currently resides in Los Angeles.



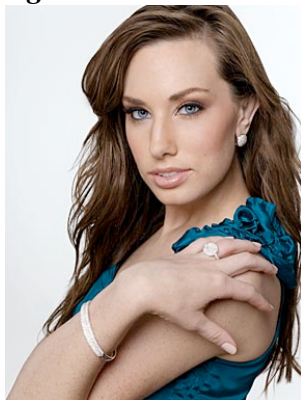
Recent Press



LED in the Sep. 2008 Issue of *944 Magazine*



LED in the Oct. 2008 Issue of *Riviera Magazine*



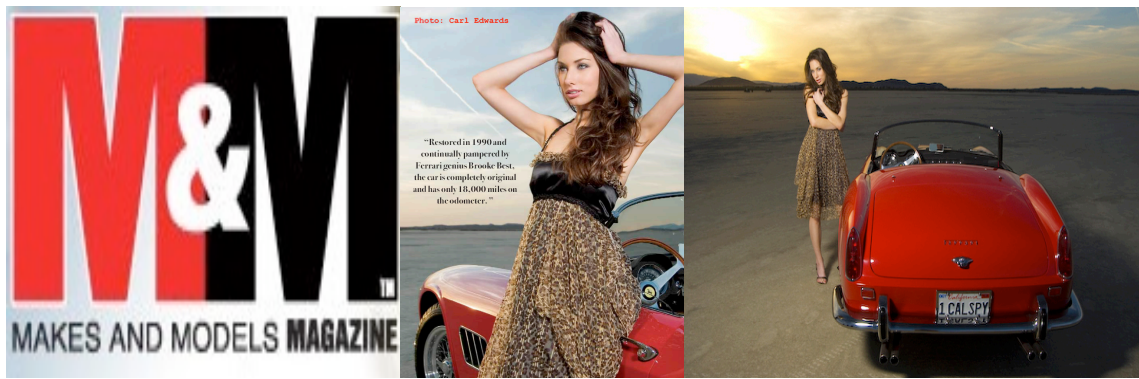
LED's Fall 2008 "Mirage" Collection featured in the Holiday Campaign for Moda Fina Fine Jewelry



LED, in association with PaperDenim&Cloth create the "Topaz" Jean and "Davinci" Belt for Saks 5th Avenue and the Jeans4Justice Charity



LED Featured in an editorial spread for *Brilliant Magazine*



LED's "Felina Leopard Dress" featured on the cover and an Editorial spread of *Makes and Models Magazine*.

Recent Red Carpet

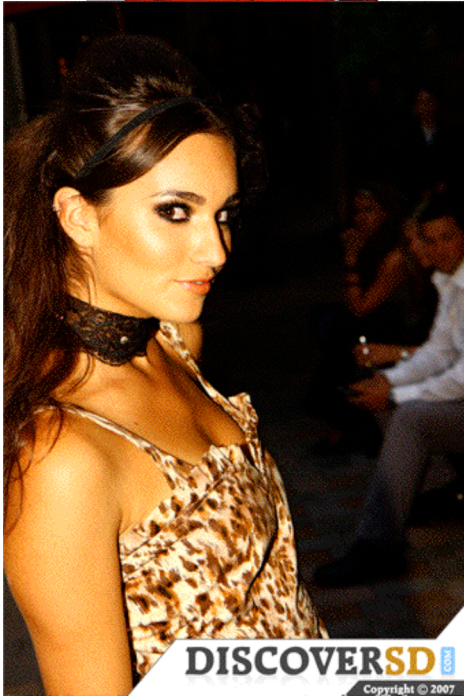




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Recent Charity Events and In-Store Promotions



Jeans ^{FOR} JUSTICE

stilo
 FASHION SHOW
 BENEFITING SAFEPLACE
VICCI
 5.16.08

THE
 "Alessandra"
 DRESS
 by Lauren-Elaine Designs

THANKSGIVING
 SPECIAL
 Buy the "Alessandra" Dress and
 10% OF THE PURCHASE PRICE
 GOES TO
 HABITAT FOR HUMANITY

Dress available in sizes 0-8. Assorted colors (Coral/Blk, Aqua/Blk, Raspberry/Blk, Lavender/Blk, Emerald/Blk, Turquoise/Blk, Ballerina Pink/Blk)
 Visit www.Lauren-ElaineDesigns.com for details and to order.

Flirt
 Because you can.
 LE Designs
 www.lauren-elaine-designs.com

You're Invited...
 To enjoy an afternoon of shopping, fun, and the latest fashions by Lauren-Elaine Designs.

WHEN: Sunday May 18th
 from 2pm-5pm
 Casual Runway Show at 5:30pm

WHERE: Flirt Boutique
 2405 Nacores
 Suite H
 Austin, TX 78705

Come and enjoy a Trunk Show and Casual Runway Show featuring the Collections by Lauren-Elaine Designs. Shop all the Spring/Summer and Private Collections by LE, and enjoy a runway show previewing the Fall 2008 "Mirage" Collection.

TATIANA
A boutique and more...



Lauren-Elaine Designs Runway Show and Shopping Event
 at FLIRT Boutique in Austin, TX on May 18th, 2008,
 showcasing the Fall 2008 Mirage Collection.



Lauren Elaine Designs
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The S/S 2009 “SIREN” Collection

LED is excited to announce the Spring/Summer 2009 SIREN COLLECTION ...coming soon. The S/S 2009 “Siren Collection” gets its name from both the silver screen sirens of the 40s and 50s, as well as the mythical sirens from Greek Mythology. For the collection, designer Lauren Elaine looks to inspiration from water, full skirted vintage silhouettes of the 50s, fairytales, and a palette of aquas, bold florals and pastels, and subtle hints of metallic. The “Siren” Collection will soon be featured online.

LED "Siren" Collection- CAMPAIGN VIDEO



**Please view the official “Siren Collection” Campaign Video on youtube at:
<http://www.youtube.com/watch?v=V9cSsAw4SeY>**





Please refer to the links below to view an online collection of videos showcasing Lauren-Elaine Designs on the runway and in campaigns.

SIREN COLLECTION CAMPAIGN:

<http://www.youtube.com/watch?v=V9cSsAw4SeY>

MIRAGE COLLECTION BEHIND-THE-SCENES SHOOT:

<http://www.youtube.com/watch?v=IslJ5rPDJ1M>

FLIRT FASHION EVENT/PROMOTION IN AUSTIN, TX:

<http://www.youtube.com/watch?v=3aSd9uOvE3o>

STILO CHARITY FASHION SHOW:

<http://www.youtube.com/watch?v=I11wkjbeLHo&feature=related>

LA RUNWAY:

<http://www.youtube.com/watch?v=On1D5V1fJRY&feature=related>

MIRAGE COLLECTION CAMPAIGN VIDEO:

<http://www.youtube.com/watch?v=SXfno3sfN9M>

Please visit the website and view the collections at:
www.Lauren-ElaineDesigns.com

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Fx: 858.486.9346

To contact a Sales Rep, please email: SalesRep@Lauren-ElaineDesigns.com

For Media Requests, please email: pr@Lauren-ElaineDesigns.com

For Immediate Release:

ACTRESS/MODEL LAUREN ELAINE LAUNCHES LAUREN-ELAINE DESIGNS
LA Fashion Week marks the official launch of the Lauren-Elaine
Designs Label

Actress and Model Lauren-Elaine Edleson announced the official launch of her high-end women's clothing label, Lauren-Elaine Designs (LED), during LA Fashion Week this March, with the debut of the Fall 2008 "Mirage" Collection.

Actress-model-turned-designer, Lauren Elaine, who has appeared in a slew of campaigns, music videos, and films such as 2005's *The Ringer*, debuted the label's first full line, the Fall 2008 Mirage collection, at the Ritual Lounge in Hollywood on March 8th. Following the debut runway show, the label's official website, www.Lauren-ElaineDesigns.com, launched on March 17th.

Lauren Elaine's hopes to launch a couture label became a reality with the onset of the writer's strike this past fall. With more time on her hands, Lauren Elaine committed herself to experimenting with her strong, lifelong passion for design while taking the necessary steps to launch a high-end label. The first items of business included the creation of the "Mirage" Collection, along with appropriate branding for Lauren-Elaine Designs. As a designer, Lauren Elaine says she strives to create unique, standout pieces that reflect a sense of effortless elegance and glamour. A self-proclaimed "girly-girl," Lauren Elaine primarily enjoys designing ultra-femme dresses, gowns, and separates with a penchant for feminine prints and details. And unlike many "Celebrity" labels, the LED label is entirely designed by Lauren Elaine from start to finish- with many of the initial samples and one-of-a-kind gowns sewn by Lauren Elaine.

Before officially launching LED, Lauren Elaine featured pieces from her smaller private collections online- for private sales- and in charity couture runway shows. Since the launch of LED, magazines such as *Hope*, *Makes and Models*, *Shape*, and *512 Magazine* have featured pieces from the past and current collections, with several gowns also debuting on the red carpet.

LED currently sells online at www.Lauren-ElaineDesigns.com, as well as in exclusive boutiques in southern California. In May, Lauren Elaine will be a featured designer in "The Look of LA" Runway Event in Hollywood, and will travel to Austin to showcase the Mirage Collection at the STILO Charity Fashion Show Benefit. Visit the website for event updates.

For more information about LED, please email designs@Lauren-ElaineDesigns.com

For more information about sales, please email salesrep@Lauren-ElaineDesigns.com

For media requests, please email pr@Lauren-ElaineDesigns.com

For Immediate Release:

**Lauren-Elaine Designs teams up with Tatiana Boutique to Unveil the
Fall 2008 “Mirage” Collection in San Diego**

L.A. Based label Lauren-Elaine Designs presents an evening of shopping, runway shows, and the latest fashions to San Diego’s chicest at Tatiana Del Mar.

Lauren-Elaine Designs (LED), the high-end women’s label from Los Angeles, will team up with Tatiana Boutique in Del Mar on June 12th to present an exclusive shopping event and runway show debuting the Fall 2008 Mirage Collection to San Diego fashionistas. The event will be held at Tatiana Boutique from 6pm-9pm, with a runway show at 7:30pm. A trunk show will display the collection throughout the evening.

LED is excited to bring the new line of women’s gowns, dresses, and separates to her hometown of San Diego. Besides a runway show and evening-long trunk show, attendees will be able to shop the Spring/Summer and Private Collections by LED, as well as pre-order pieces from the Fall 2008 Mirage Collection.

The event is the second in a series of similar events in which LED will be showcasing the Mirage Collection at select boutiques throughout Southern California and Texas. The “Mirage” Collection debuted at LA Fashion Week in March of 2008, and has since shown in numerous fashion shows and charity events. Since the label’s debut, LED has been featured in numerous magazines, including *512 Magazine*, *Brilliant*, *Shape*, *Makes and Models*, and *Austin Monthly*, as well as on numerous red carpets.

Designer Lauren Elaine is excited to be unveiling her line in her hometown of San Diego, and is thrilled to team up with Tatiana- one of San Diego’s finest boutiques. LED last showed in San Diego as part of the Couture for a Cause Runway show, alongside Tatiana, which benefited the 2007 fire victims at the Minus One Lounge in the Keating Hotel.

As a designer, Lauren Elaine strives to create unique, standout pieces that reflect a sense of effortless elegance and glamour. A self-proclaimed “girly-girl,” Lauren Elaine primarily enjoys designing ultra-femme dresses, gowns, and separates with a penchant for feminine prints and details.

This LED/Tatiana Event on June 12th is open to the public, and anyone is welcome to attend. For more information, visit www.Lauren-ElaineDesigns.com or stop by the boutique, which is located in the Flower Hill Promenade off of Via De La Valle in Del Mar.

FOR IMMEDIATE RELEASE:

Lauren-Elaine Designs Teams Up with Flirt Boutique to Unveil the “Mirage” Collection in Austin

L.A. Based label Lauren-Elaine Designs presents an afternoon of shopping, catwalks, and the latest designs to Austin’s most fashionable at Flirt Boutique

Lauren-Elaine Designs (LED), the high-end women’s label from Los Angeles, will team up with Flirt Boutique on May 18th to present an exclusive shopping event and runway show debuting the Fall 2008 Mirage Collection to Austin fashionistas. The event will be held at Flirt Boutique from 2pm-5pm, with a casual runway show at 3:30pm. A trunk show will display the collection throughout the day.

LED is excited to bring the new line of women’s gowns, dresses, and separates to the Austin market. Besides a casual runway show and day-long trunk show, attendees will be able to shop the Spring/Summer and Private Collections by LED, as well as pre-order pieces from the Fall 2008 Mirage Collection. Flirt Boutique provides the perfect venue as the store specializes in unique, feminine clothing.

The event marks the kick-off to a series of similar events in which LED will be showcasing the Mirage Collection at select boutiques throughout Southern California and Texas. Austin holds a special place in designer Lauren Elaine’s heart as she graduated from the University of Texas in 2005, and had some of her earliest pieces featured in such publications as *512 Magazine*, and mentions in *Brilliant Magazine*. Prior to the Flirt Event, LED will be showing at the STILO Fashion Show Benefit for Safeplace at Vicci Lounge on Friday, May 16th.

This LED/Flirt Event on May 18th is open to the public, and anyone is welcome to attend. For more information, visit www.Lauren-ElaineDesigns.com or stop by the boutique. For more information about the STILO Fashion Show Benefit, please visit www.unrealaustin.com.

FOR MORE PRESS RELEASES, GOOGLE “LAUREN-ELAINE DESIGNS”