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Lauren Elaine Swim to spice up Valentine's Day in the City of Sin

Classic California-cool takes to the runways of Fashion Week Las Vegas as Designer Lauren Elaine unveils a new swim collection.

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Classic California-cool travels to the city of sin as LA-based celebrity designer Lauren Elaine brings the Black Label Swim collection to the Fashion Week Las Vegas (FWLV) runway on February 14th 2012. Attendees will be treated to a theatrical preview of the collection, which mixes 70s exotic with California beach-girl whimsy, and features an array of decadent bikinis, evening-worthy après-swim cover-ups and resort wear, as well as a handful of chic separates and casual gowns. The 45-look runway show headlines the finale night of FWLV at 9:30pm on the main stage at Fashion Show Mall.

For Swim, Designer Lauren Elaine has imagined a variety of couture bikinis and swim separates with a focus on clean shapes embellished with plenty of eye-catching details, and in an assortment of exotic, but swim-friendly fabrics. “The new swim collection is perfect for Vegas- lots of sparkle and stand-out hardware with the ease of ultra-flattering, simple shapes. I’ve always found it difficult to find swimwear that is unique and feminine without it being over-the-top or tacky. My aim when creating this collection was to take my design aesthetic from the Black Label dress collection, and apply it to swimwear,” says Elaine. “I wanted to give my suits an added regal touch while keeping them effortless.”

Originally known for her modern-day princess design aesthetic as reflected in the Black Label dress collection, Lauren Elaine officially launched the Black Label Swim line as part of the Lauren Elaine brand in June of 2010, in Hollywood CA. Since the launch, Lauren Elaine Swim has taken warm weather climates by storm- and has been seen in a slew of the summer’s

hottest magazine editorials- including the official swimwear for the Swimsuit Edition of Fitness and World Physique Magazine. In September of 2011, Lauren Elaine Swim was featured on the new season of Americas Next Top Model All-Stars. The Lauren Elaine brand officially debuted during LA Fashion Week in October 2009, and Elaine's pieces have graced the pages of such high profile publications as Vogue and Women's Wear Daily, and garnered a celebrity following on the red carpet.

As a headlining designer for Fashion Week Las Vegas, Lauren Elaine looks forward to presenting an inspired show and bringing a taste of southern California chic and sparkle to Las Vegas. Interested media, buyers, and industry may contact Stacey Wiseman with Wiseman Zander Public Relations at swisemanpr@yahoo.com for RSVP requests.

For more information about Designer Lauren Elaine and the Lauren Elaine brand, please visit www.Lauren-ElaineDesigns.com.

