

CarloRino

Press Release
For Immediate Release

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PRESS RELEASE: CARLO RINO BRINGS STREET CHIC STYLE WITH NEW FALL / WINTER 2013 CAMPAIGN



Singapore, August 2013 – The Carlo Rino Belles are at it again! Shot outdoors against urban backdrops, two vivacious Carlo Rino belles dressed in urbane and fashionable wardrobes are seen enjoying a day out in Carlo Rino’s Fall Winter 2013 Campaign.

Designed for the cosmopolitan girl with a penchant for modish fashion, the Carlo Rino brand appeals with boldly colorful, optimistic and charming designs. Each collection offers stylish shapes and go-everywhere styles.

Shot by award winning fashion photographer, Ivanho Harlim, Carlo Rino’s Fall Winter 2013 Campaign introduces a street chic flair with a heavy dose of girlish femininity. The new

collection features a palette ranging from checked prints, abstract motifs and even strong hues of blue, pink, to red and black.

Crafted with materials such as synthetic leather, patent leather and calf leather, bold colours and abstract print, the Fall/Winter 2013 line includes handbags, footwear and accessories.

Our fall mélange is mixed with texture, seen in six new series - **Stardust** in fairy inspired prints, **Victorian Shimmer**, **Baby Plaits**, **Graphic Abstraction**, **Quilted Desires**, and the **GG Bag Collection** which is inspired by K-pop group – Girls Generation. Carlo Rino is the official presenter of the 2013 Girls’ Generation World Tour – Girls and Peace concert in Singapore, which will be held on Saturday, 12th October 2013 at the Singapore Indoor Stadium.

“Like an urban city, the Carlo Rino belle epitomizes multifaceted charm,” explains Ms **Linda Chen, Brand Manager for Carlo Rino Singapore**. “Our collection offers a combination of high fashion and eclectic street chic.

“With five exciting colors ranging from blues to garnet and black, each of our collection especially the **Love and Peace with GG** have been designed to accessorize fall’s hottest looks and complement the season’s fashion.”

ABOUT CARLO RINO

Carlo Rino exudes the chic femininity of the fresh and young cosmopolitan female who is fashionable but yet savvy. From its original line of women handbags, Carlo Rino's current range of products have grown by leaps and bounds to include wallets, luggage, footwear, timepieces, eyewear, jewelry and accessories.

CarloRino

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LIST OF CARLO RINO STOCKISTS

Carlo Rino Stand Alone Boutique

1. Airport Terminal 2 (6546 5988)

Multi-label Concept Stores

1. Podium JEM (6734 7343)
2. Podium Jurong Point (6794 6353)
3. Podium Plaza Singapura (Opening in September)
4. Bonia House, Northpoint (6754 2827)

Departmental Stores

1. BHG Bishan (6252 5793)
2. BHG Bugis (6238 6117)
3. BHG CCK (6764 4652)
4. BHG Clementi (6659 9333)
5. BHG Tampines (6789 1988)
6. Isetan Katong (6345 5555)
7. Isetan Tampines (6788 7777)
8. Metro Paragon (6835 3322)
9. Metro Sengkang (6733 3322)
10. Metro Woodlands (6893 3322)
11. OG Albert Complex (6210 2311)
12. OG Orchard Point (6735 9950)
13. OG People's Park (6535 8888)
14. Tangs Vivo (6303 8688)
15. Takashimaya Level 2 (6506 0379)

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