

# CarloRino

For Immediate Release

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## FASHION FANTASY: CARLO RINO SPRING SUMMER 2013



Singapore March 2013 - Ever wondered what happens when you allow yourself to get lost in a fashion fantasy? Think plenty of colour, texture, whimsical designs, charms...and fun. This summer, Carlo Rino invites you to take a step back in time and indulge in a fashion fantasy world soaked in decadent retro funky style.

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## Fantasy Fashion

Live out your fashion-fuelled dreams with dreamy handbags scattered with abstract gold on white, bold red or vivid yellow emblazoned with a quirky 'Carlo Rino'. These double as a shoulder bag thanks to short and long straps for double the comfort. Heading to work? Switch to an all-business, no-fuss, sexily structured in black, white and buckles.



## Studded Sophistication

This collection's other big attractions: Studs and metallic motifs. Coloured or metallic, big or small, round or sharp, we've got your stud cravings covered in a wide range of flats. Looking for

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feminine? Slip on flats boasting beautifully cut-out, geometric metal patterns in neutral beige and black; criss-cross sandals accented with contrasting coloured studs in beige, black, green and blue; or strappy sandals featuring metallic studs and geometric cut-outs in black and white.



## WHIMSICAL WEDGES

Stand tall in wonderfully whimsical wedges, chunky heels and high heels, all standing out in this collection's star attraction: Colour blocking. Turn heads with colours that contrast yet complement. Alternatively, slip on kitten heels with a boot front and sandal back in pink-peach and black-grey for that extra boost of sophistication.

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## **GORGEOUS IN GREEN**

Update your look with one of this season's hottest colours: Moss green in luxurious leather. Carry your essentials on your arm with a petite handbag with an additional elongated strap for versatility, or opt for a roomier tote in the same colour. Both come with a removable, pouch inside, and feature a reversible façade in pink satin for fashion double duty!

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## **Tote Time**

When in fashion doubt, you can always fall back on the classic tote. This season, you'll be spoilt for choice with designs that are meant to flatter every look you can possibly think of. Jazz up jeans and a T-shirt with colour blocking in red, yellow, white and black combos; add a pop of colour by slipping on a tomato-red carry-all; or take on the corporate world with a classic white, structured handbag with additional shoulder strap, made all the more stunning with black piping.

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## Functional and Fun

In a dream world where your bags are your tools, indulge in gorgeously sleek wallets that you can also wear as a mini sling bag. Looking for something a little roomier with a classic design? You'll fall in fashion love with elegantly-designed bowl sling bags. Your Fantastical palette for this season: Vibrant pinks, blues, yellows, reds and cream, accented with luxe buckles and detachable charms.

## ABOUT PUBLICIST PR COMMUNICATIONS

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail fashion industry. Helmed by a team of fashion, PR and marketing experts who have their pulse on the industry, we've been dishing out the industry inside scoop since 2005 – making us practically indispensable to brands who want their stories told. We remain ever ready to be paired with clients desiring nothing short of a dynamic PR agency with great ideas and tactics to keep you outfitted for success.

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## ABOUT CARLO RINO

Established in 1986, Carlo Rino is a division of Bonia Group. As one of the fastest growing brands, Carlo Rino believes that great designs that are fresh and

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fashionable coupled up with quality materials is the key to capture the heart of many young urban women who wish to look their best all day.

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