

FOR IMMEDIATE RELEASE

Contact: Arnel Trovada  
[arnelt@revelunited.com](mailto:arnelt@revelunited.com)  
214-830-5859

## **FORTUNE DENIM LAUNCHES NEW LINE WITH TOP DESIGNER ABI FERRIN**

### ***Dresses, Tunics and Blouses Comprise the 21 Piece Fortune Collection***

**DALLAS, TX** (July 17, 2008) – Karen Noseff, founder of Fortune Denim, a top-selling premium jean adorned by Hollywood celebrities, recently announced that she has partnered with designer Abi Ferrin and is launching a new line of dresses, tunics and blouses called Fortune Collection by Abi Ferrin. Ferrin, who has been recognized by top media outlets as an upcoming designer and who recently was asked to present her designs at New York’s Fashion Week this September, has designed a 21 eye-catching collection of dresses, tunics and blouses that combines her signature style of silks and bright colors with Fortunes East meet West fusion. Retail prices will range from \$100 to \$250. The Fortune Collection by Abi Ferrin will be launched at markets in Dallas, New York, Los Angeles, Los Vegas and Atlanta in August 2008 and will be available in stores for spring of 2009.

“Abi’s designs are a perfect compliment to our jeans,” said Noseff. “Ferrin’s philosophy of style and female enrichment mirror my own.”

The Fortune Collection by Abi Ferrin (FDAF) will include elements of Ferrin’s signature style of rich fabrics of silk and jersey in bold colors of purple, blue, electric green and red, as well as contemporary Asian inspired prints. The line of dresses and tops will be feminine yet strong. Ferrin’s designs allow the materials to drape and flatter the body and are extremely comfortable to wear. The dresses and tops will compliment and flatter the Fortune Denim line perfectly. This collection can best be described as playful yet coy.

As in all of the Fortune jeans, a unique and positive fortune is sewn inside. The names of the dresses, tunics and blouses are also meant to inspire. They include names such as Unity, Beautiful, Blessing, Harmony and Prosperity.

“Meeting Karen at this time in my career was perfect,” said Ferrin. “Fortune has the distribution, name following and company resources while I have the designs and team to create what Karen was looking for; dresses, tops and tunics to compliment her jeans. What a perfect fit, literally.”

Introduced by a mutual business friend, Noseff and Ferrin realized they had much more in common than fashion—and the meeting quickly became a strong working relationship. In 2006, Fortune launched a successful premium jean worn by major Hollywood celebrities and soon her jeans were carried in top boutiques across the United States including Fred Segal and House of Petro Zillia. Noseff knew she had to create tops and dresses to extend her jean empire and considered the idea of partnering with talented and upcoming designers to help carry out her vision.

As it so happened, Abi Ferrin, a talented rising designer, moved to Dallas from Los Angeles and had established herself among Dallas’ social elite who wore Ferrin’s creations at major parties and galas. In 2007, she was selected as Top Texas Designer by Stanley Korshak and the Dallas Fashion Incubator, and in 2008 was selected by *Elle Magazine* to show her designs this September in New York during the famed New York Fashion Week.

The Fortune Collection by Abi Ferrin is a dream come true for both Noseff and Ferrin. In the very competitive world of the fashion industry, two women striving for success find common ground in business, philosophy, life goals and friendship.

For more information about Fortune Denim and the Fortune Collection by Abi Ferrin, go to [www.fortunedenim.com](http://www.fortunedenim.com). For images and photos of the collection, please call 214-549-5459.

## **Spring 2009**

### **THE FORTUNE COLLECTION by Abi Ferrin**

The Fortune Collection by Abi Ferrin (FDAF) features dresses, tunics, blouses and camis. The designs maintain Ferrin's love of silk and jersey and body flattering designs. Each garment has a unique and positive fortune sewn inside. FDAF is true compliment to the jeans.

Top-selling designs:

#### **Unity**

This cowl neck halter top ties around the neck allowing the piece to be as conservative or as liberal as the wearer desires. It flatters a range of figures and also ties at the waist so the female figure is not lost in the fabric, making it the perfect top to pair with a pair of Fortune Denim jeans on a date or a night with the girls. For that girl on the go, it is the perfect piece to wear under a suit-coat, and can be appropriate for cocktails later in the night as well. FDAF offers this item in all 3 deliveries in silk charmeuse: silver, pop turquoise, mandarin orange, "ocean fusion" print and in red jersey.

#### **Blessing**

For the office girl who is jealous of all a man's tie options, we bring forth our version of the tie for men. While this camisole is the perfect camisole to wear with jeans, it is also available in a several colors and will make the men green with envy when they realize the women can now pep up their office look, especially if they get the camisole in electric green.

#### **Happiness**

This jersey full length summer dress laces and criss-crosses up the back and flatters and fits a wide range of figures in each size it is offered in. Whether you go for the solid version, purple with the Asian fusion print, or the blue flower print with the unexpected pop of mandarin orange it is sure to be a summer favorite! The fabric breathes beautifully, and the style can be dressed up for summer occasions or made casual with a favorite pair of flip-flops.

The collection at a glance:

1. Beautiful - Tunic
2. Blessing - Cami
3. Prosperity - Top
4. Longevity – Long Halter dress
5. Happiness - Dress
6. Harmony - Dress
7. Love - Halter top
8. Lucky - Karen
9. Virtue - Top
10. Wealth - Dress
11. Jade – Tunic
12. Peace - Short Dress
13. Eternity – Tunic
14. Unity - Halter Top