

band of gypsies

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band of gypsies Debuts For Fall 2011

Latest Bo-ho Chic Juniors' Brand Launches

Los Angeles, CA (March, 2011) – With their heritage firmly planted in vintage apparel Andrew and Barbara Strasmore will launch their newest brand, **band of gypsies**, for fall 2011. Influenced by art, music, vintage fashion, and global travel, **band of gypsies** embodies the spirit of all nomadic people epitomized by the brand tagline “Not all who wander are lost.”

Eclectic by nature, **band of gypsies** puts a modern spin on vintage silhouettes featuring blousy tops, soft jackets, airy kimonos, long tiered skirts and free flowing dresses. The fall 2011 line is made up of beautiful prints with romantic detailing including pleating, delicate trims, fuller sleeves and peter pan collars. Always feminine with a bohemian-inspired twist, **band of gypsies** focuses on poly chiffons and cottons to create whimsical apparel that appeals to the 15-25 years-old demographic.

“We are thrilled to launch **band of gypsies** in time for back-to-school,” says Andrew Strasmore, president of **band of gypsies**. “With Barbara’s unique creative vision and inspiration, we’re sure **band of gypsies** will appeal to the free spirited, artistic young woman with a flair for wanderlust, attitude, and lifestyle.”

Produced through an alliance with Unger Fabrik, a global sourcing manufacturer of clothing and fabric, **band of gypsies** will retail from \$15-\$45. Presenting the collection in the New York and London markets, **band of gypsies** has already received favorable responses from online retailers such as ASOS and are pursuing all major department stores and junior specialty chains to be available August 2011. Retailers can view **band of gypsies’** fall 2011 collection –at upcoming Los Angeles Market April 4-6å.

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