



MEDIA RELEASE

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KIMIKAL Rocks Couture & More for Resort09/Spring10 **Dallas Mart -- Booth # 13-324**



For Immediate Release (20 October 2009) – When Miami-based life-stylist and KIMIKAL Designer Sol Mata describes the Resort 09/Spring10 Collection, her eyes dance. “This collection is about tastefully illuminating the powerful qualities of the KIMIKAL woman. She is relentlessly sexy, positive, and feminine. She is chock full of attitude; an adventurous, stylish and voracious traveler. She glows - and radiates confidence when she enters a room.”

KIMIKAL, (pronounced ki-mi-kal), represents the chemistry between color, drape, texture and accessories. “This collection is glamorous, detail rich and teeming with embellishments that compliment deep, earthy tones and textures. Our body-skimming fabrics include our signature cotton silk, cotton-knit spandex and cotton knits. It smolders with muted hues of lemon, turquoise and sophisticated bronze and pewter metallics.

Sol grew up surrounded by sumptuous fabrics, classic silhouettes and effortless style. Fast forward to the inspirations provided by the crystal blue waters of the Caribbean & South America and the timeless chic of Southern France, Sol and her design team are fueled by global travel, music and color. Celebrated market-wide for their signature “dress tops”, Sol’s answer to the perfect piece that is as delicious a top as it is compelling when styled and worn as a dress.

“This season is brimming with tasteful shine, embellishments and accessories coupled with bold tribal looks and graphic prints. We are respectfully bidding farewell to tattoo-inspired prints and welcome more abstract representations on lush fabrics with unique, bold accessories showcasing intricate metalwork and semi-precious stones and glass beads.”

The KIMIKAL Rock and KIMIKAL Couture Collections harness the energy of the customer that is young at heart and sophisticated by design; respectively. Befitting of style-mavens ranging from Kim Kardashian, Shakira & Fergie to Amerie, Lady Gaga, Eve and Kelis; KIMIKAL’s sensual silhouettes instantly transform any woman into a modern, style Diva.

“The KIMIKAL customer lives and loves style.”

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