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Contact:

Angie Arner

612.226.8481

countercouturempls@gmail.com

CounterCouture Brings Upcycling to Industry

MINNEAPOLIS, March 14, 2011 – Local design brand CounterCouture announces the debut of its new ready-to-wear collection at The MNfashion Shows as part of Spring MNfashion Week. The line was created by members of the design team in attempts to introduce an ethical clothing line to the local fashion industry that can compete with conventional designers in quality and price. The MNfashion Shows are a series of runway shows featuring a selection of the area's top designers. CounterCouture will present alongside veteran George Moskal in the MNfashion Atrium on the evening of April 13th at 7pm.

“There is a significant shift in how we choose what we buy, so why should what we put on our bodies be any different? Having a product that is zero waste, made locally, and just as affordable as other independent design labels creates a new option for consumers to buy sustainable products that compliment their other healthy living habits.”, said Angie Arner, Creative Director and Founder of CounterCouture.

The pieces in this collection are extremely versatile, can be worn throughout the year and are at price range competitive with other independent design brands in the Twin Cities. The inspiration for the line is children's book character Eloise, a mischievous young schoolgirl who lives in the Plaza Hotel. Thus there is an added edge to classic silhouettes, mostly monochromatic color palette, and experimentation with texture and striking lines to shake up the conservative.

Following the runway show, select pieces will be available for purchase at Cliché and b. (a resale shop).

For more information, visit countercouturedesigns.com.

ABOUT COUNTERCOUTURE

CounterCouture is a Minneapolis-based upcycling fashion brand that fuses design, ecology, social responsibility, style and sense. It was founded in 2009 by Angie Arner and consists of a small creative collective of local designers including Lead Designer Katrina Elliott and Production Manager Allison Danzl. We strive to represent an evolution in fashion, an education in sustainability, a shift in buying behavior, and problem solving in a very sexy package.

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