

For Immediate Release:

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ROMONA KEVEZA

FALL 2008 COUTURE

"My newest couture collection is about the modern goddess," says designer **Romona Keveza**.

The Fall 2008 Bridal Collection is designed to enhance the goddess in every couture bride. This season is all about softness and sensuality. Silhouettes are softened and slinkier with a variety of necklines that give the bride a myriad of choices – draped sweetheart necklines, halters, one shoulders all reflecting the "goddess" mood of the collection. The fabrics this season are lighter and gentler – silk chiffon, crepe, silk taffeta and silk organza paired with silk satin. The color palette includes muted shades of blush, petal pink, cloud blue and ivory. These creative details work together to underscore Keveza's design signature. A **Romona Keveza** couture bride is after all an image of elegance, charm and refined poise.

A leader in the industry, **Romona Keveza** was recently interviewed on TLC's "*Fashion Fanatics*" with host Stacey London. In February 2007, Keveza donated a black, one shoulder tulle gown from her Eveningwear collection to **Designers for Darfur's** fashion show and auction. In November 2006, Romona was the only couture bridal designer invited to attend the prestigious and exclusive Luxury Summit in Monte Carlo. She was one of 15 luxury fashion brands invited including Christian Dior, Gucci, LVMH and Christian Lacroix.

Keveza is a favorite of red carpet regulars and high profile women. For the **79th Annual Academy Awards**, Keveza dressed Fox News host, Courtney Friel. **For the 2007 Golden Globes**, Keveza dressed Mia Church, girlfriend of actor and nominee, Thomas Hayden Church. To the **59th Annual Primetime Emmy Awards** James Gandolfini's girlfriend, Deborah Lin, wore a gown by Romona Keveza. Entertainment Tonight host, Mary Hart is also a huge fan of the designer as she wore a Romona Keveza Evening gown to the **2006 Primetime Emmy Awards**, which Keveza attended and gave an exclusive interview to Entertainment Tonight. **Iman** chose a Romona Keveza gown to wear to the Elie Weisel Humanitarian Awards honoring Oprah Winfrey. Other admirers of her eveningwear collection include **Eva Longoria, Julia Roberts** and **Marisa Tomei**.

(more)

An international favorite, **Keveza** gowns appear on the covers of *Town & Country*, U.K.'s *Bride's*, U.K.'s *Wedding Day*, *Sposa*, *Elegant Bride*, *Manhattan Bride* and *The Knot*. In addition, **Keveza** is regularly featured in *InStyle*, *Martha Stewart Weddings*, *Bride's*, *Wedding Bells*, *Modern Bride*, *Lucky*, *Bridal Guide*, *Inside Weddings*, *Wedding Dresses*, *Grace Ormond Wedding Style*, Britain's *You & Your Wedding*, *Vows*, *WWD*, *Charleston Weddings*, *Just for Brides*, *D Weddings*, and *Los Angeles Bride*. **Keveza's** dresses continue to be featured on network and cable television including such programs as *Entertainment Tonight/Inside Edition*, the new *Martha* show, *The View*, *E! Entertainment*, *Live with Regis and Kelly*, *The Early Show*, *Good Morning America* and *Full Frontal Fashion*. Her designs have been recently featured on "Girlfriends" in addition to "As the World Turns", "Sabrina, The Teenage Witch" and on the award winning BBC television series "EastEnders".

Romona Keveza's creativity along with her innovations in bridal design continues to enhance her worldwide reputation. Keveza is a three time winner of the prestigious Couture Bridal Award for "Classic Designer of the Year", **Keveza** was also the sole U.S. designer invited by "UK Brides" magazine to attend London's annual fashion event, "Meet the Maker".

Romona Keveza received a university degree in Fine Arts and Business. Soon after graduating, **Keveza** opened specialty stores in Canada and Washington, D.C. selling designer ready-to-wear to high profile clients including Jacqueline Kennedy Onassis. Private label eveningwear followed and a special order bridal gown business for VIP clients resulted in a highly successful career change.

Romona Keveza's designs are sold in 95 of the finest bridal salons throughout the U.S., Canada, England, Ireland, Spain, Turkey and Japan.

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