

BLEU - PURE ELEGANCE GLEAMS WITH FALL/HOLIDAY 09 COLLECTION

(Los Angeles, CA) BLEU – a dazzling new contemporary line of tops, dresses, sweaters, jackets and loungewear - blends bold graphic prints and elegance into its Fall/Holiday 09 collection to offer sophisticated yet affordable fashions. The collection is comprised of classic silhouettes, off-shoulder, hoodies and V necks to strike a perfect balance of timeless dressing and making a fashion statement that goes from day to evening. Manufactured in quality viscose jersey knits, these tops and dresses are a direct interpretation of modern women's sensibilities of blending a hectic lifestyle with looking sexy and glamorous. The season's color palette goes from a mix of scarlet and black to grays, browns and heather. Ornate and abstract prints with leaf, feather and paisley/floral motifs bring a vibrant touch to the designs while sophisticated details include encrusted multi-colored stones as well as ruffled edges and varying sleeves.

Designed by Lisa Millward for Blueprint Clothing Corp, BLEU was conceived as "feel good" fashion for the new economy. According to Blueprint Clothing's team Peter Kim and Michelle Lee, "We wanted to offer women a prettier, more sophisticated alternative to what's in the market. This is a line for women who are confident in their abilities and thrive on challenges. They don't want to go to an event looking like everybody else. Bleu is about dressing up in something dazzling that is no less convenient and easy and every bit as comfortable," she says. "You can start off your day looking glamorous at work all the way to a romantic date in the evening or a night on the town without missing a beat." Manufactured in the United States, Bleu is fast becoming the must-have label for fashionistas and Hollywood celebrities alike. Available at retail from \$30-\$70, the line rolls out of major department stores such as Macys and Dillards nationwide.