

KAREN CAPILI

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KAREN CAPILI ONLINE STORE LAUNCHES FOR READY-TO-WEAR AND COUTURE COLLECTIONS

Latest fashions from designer available online at KarenCapili.com

LOS ANGELES, July 2, 2012 – Karen Capili, one of the newest and most talked-about designers on the West Coast, has launched a branded online store at www.KarenCapili.com/store. The site offers the designer’s most recent lines of both ready-to-wear and couture collections, with consumers able to view and purchase a wide variety of Karen Capili apparel.

For a limited time, the store is offering free shipping within the domestic U.S. in addition to its complete satisfaction guarantee that permits any order to be returned in its original condition for any reason whatsoever for a full refund.

Pricing for the runway collection ranges from approximately \$850-\$1,500, with ready-to-wear affordably priced around \$150-\$500.

Capili is known for her use of bright vivid colors from the 1980s, which she cleverly intertwines with Victorian-era designs to create unique pieces that reflect divergent time periods yet create a distinctive look that is bold and dramatic, yet also classical and formal.

“The online store gives us the ability to make the runway and ready-to-wear collections instantly accessible to consumers around the world,” said Capili. “Our online strategy will complement our relationships with specialty retailers across the country, as well as distribution through other online stores.”

Karen Capili is one of a new generation of fashion designers who combines originality and imagination to create a line of couture and ready-to-wear for young, contemporary women. Born in Manila, Philippines, Capili came to the United States to work with both manufacturers and retailers. In 2010, Capili focused her energies on creating her own line of apparel and quickly established herself as a force on the West Coast fashion scene. Capili’s designs are a clear reflection of an evolving artist who is fascinated by fashion, multiculturalism, bold colors, divergent influences and pride for her native Pacific Island homeland. More information can be found at www.karencapili.com.

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