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## Designer Noëlle Adam unveils her debut collection

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Dutch designer Noëlle Adam

Spring is finally here, and the newest designer Noëlle Adam has just arrived! Winner of the Emerging Talent Competition at the 2009 Dubai Fashion Week, Noëlle Adam has launched her stunning new collection for Spring/Summer 2010, focusing on limited edition styles of Maxi dresses, Party & Shirt dresses alongside her unique handmade statement necklaces.

The Noëlle Adam Ready-to-wear Collection can be bought exclusively online, offering the highest standards in design quality and latest catwalk trends, delivered to your door at a click of the mouse. The collection has been created to offer a stylish and unique choice of occasion wear at a reasonable price point.

The Ready-to-wear collection offers interpretations of bohemian and romantic trends including tribal prints, bold colour, and elegant butterfly motifs, as well as fairytale-inspired beaded necklines. The signature range of Classic Maxi Dresses, offer a unique ease of fitting and flattering fluid lines in cotton poplin and cotton jersey; whilst the range of Party Dresses in silks, satins, gold lace and faux fur offer a touch of luxurious glamour.

The Halter Maxi Dress adds to the transitional collection, taking you from day into evening wear. The fabulous Halter Black Gold, is the summer party essential this season, and can be bought online alongside Noëlle's recommended statement necklaces for a complete styling concept. This year Noëlle will also have a full variety of marvellous Shirt Dresses in floral prints and a unique Lace & Bead Necklace series.

For those who want to make a serious purchase this summer, without the serious price tag, Noëlle Adam provides the latest on-trend quality designs, at a snippet of the designer cost! Whether it is a summer soiree, a day at the races, a wedding or evening cocktails on the beach, Noëlle Adam has a dress to suit every occasion, and is one of the most exciting design talents to emerge in the last year!

Noëlle Adam's online boutique ([noelleadam.com](http://noelleadam.com)) offers the complete user-friendly, chic and efficient purchasing experience, including a unique measuring guide to help find the perfect size. Each dress has a made-to-measure quality, with an easy to follow measurement guide, enabling customers to shop by individual body shape, size and proportion whilst providing international comparisons. The site also features inspired sketches, a video of her Catwalk Show at Dubai Fashion Week 2009, and style advice from "Noëlle's Inspiration", offering advice on trends and accessory suggestions.

Noëlle Adam commented: "I am delighted to launch my Spring/Summer 2010 Collection to the Europe. I see my designs being worn by all women, who want to feel comfortable, feminine and secure in themselves."

Noëlle Adam

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