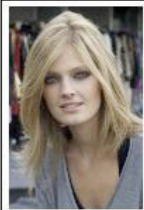


April 16, 2010

## Jablonski & Liu Wen - Estée Lauder's new faces

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Posted by **Fashion Trend Creator** at 5:46 PM



Constance Jablonski



Liu Wen

The Estée Lauder brand announced that it has signed two of fashion's brightest runway and editorial stars as new global faces of Estée Lauder. French model Constance Jablonski and Chinese model Liu Wen will join Estée Lauder's roster of global beauties – Hilary Rhoda, Carolyn Murphy, Elizabeth Hurley and Gwyneth Paltrow – and debut in its global advertising campaigns beginning June 2010.

The signing of Constance marks the first time Estée Lauder has signed a French model, and the signing of Liu Wen marks the first time the brand has signed a Chinese model. Over the years, models in Estée Lauder's global campaigns have hailed from the U.S. (Karen Graham, Willow Bay, Carolyn Murphy, Gwyneth Paltrow, Hilary Rhoda), the U.K. (Elizabeth Hurley), Czech Republic (Paulina Porizkova), Poland (Anja Rubik) and Ethiopia (Liya Kebede).

"Estée Lauder has always searched for global beauties that define a generation," said Aerin Lauder, Senior Vice President, Creative Director, Estée Lauder. "Constance and Liu Wen are the beauties of our time. Both models have quickly captured the attention of the fashion and beauty world."

"We are thrilled to introduce Constance and Liu Wen to women around the world," said Jane Hertzmark Hudis, Global Brand President, Estée Lauder. "Both models have the style and confidence that reflects Estée Lauder's modern vision of global beauty."

Constance moved to New York from Lille, France in September 2008, and has since become one of the most coveted faces in fashion, walking a total of 62 shows in New York, Milan and Paris for the Autumn/Winter 2010 season including Derek Lam, Donna Karan, Ralph Lauren, Michael Kors, Fendi, Bottega Veneta, Balenciaga and Dries Van Noten and shooting editorials with the world's top fashion photographers, including Steven Meisel, David Sims, Inez van Lamsweerde and Vinoodh Matadin, Mikael Jansson, Mario Sorrenti, Craig McDean and Patrick Demarchelier. Constance recently appeared on the cover of Chinese Vogue and in editorials in the American, British, French and Italian editions of Vogue.

Liu Wen hails from Beijing, China, and is China's brightest fashion star. First establishing her career with the Chinese editions of Vogue and Harper's Bazaar, she broke onto the international stage in Paris on the Spring 2008 runways of Chanel and Jean Paul Gaultier. Since then, Liu Wen has become a fixture on the runways of New York, Milan and Paris, walking a total of 49 shows for the Autumn/Winter 2010 season including Rodarte, Derek Lam, Michael Kors, Carolina Herrera, Proenza Schouler, Alexander Wang, Fendi, Bottega Veneta, Salvatore Ferragamo and Balenciaga and shooting editorials with the world's top fashion photographers including Patrick Demarchelier, Mario Sorrenti, Terry Richardson and Dan Jackson.

April 10, 2010

## Designer Noëlle Adam unveils her debut collection

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Posted by **Fashion Trend Creator** at 2:06 PM



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) 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.