# Fashion Business Press Release Template

[FASHION BRAND LOGO]

# **[FASHION BRAND NAME] UNVEILS [COLLECTION NAME/BUSINESS LAUNCH]**

**FOR IMMEDIATE RELEASE**

**[CITY, STATE, DATE]** — [FASHION BRAND NAME], a [BRIEF BRAND DESCRIPTION - e.g., "luxury sustainable womenswear label," "contemporary accessories brand"], today announced the official launch of its [NEW COLLECTION/FASHION LINE/STORE], [COLLECTION/BUSINESS NAME], offering [BRIEF DESCRIPTION - e.g., "elevated essentials for the modern professional," "handcrafted accessories inspired by global artisans"].

### **The Vision**

Created by [DESIGNER/FOUNDER NAME], [FASHION BRAND NAME] embodies [CORE BRAND VALUES/AESTHETIC - e.g., "minimalist luxury with sustainable practices," "bold expressionism through avant-garde silhouettes"]. The [COLLECTION/BUSINESS] was designed to [PRIMARY PURPOSE - e.g., "redefine workwear for the post-pandemic professional," "bring artisanal craftsmanship to everyday accessories"].

"[QUOTE FROM DESIGNER/FOUNDER ABOUT INSPIRATION AND VISION]," said [FULL NAME], [TITLE] of [FASHION BRAND NAME]. "[ADDITIONAL QUOTE ABOUT WHAT MAKES THE BRAND/COLLECTION UNIQUE]."

### **Collection Highlights**

The [SEASON/YEAR] [COLLECTION NAME] features:

* [SIGNATURE PIECE/CATEGORY]: [DESCRIPTION - e.g., "Tailored oversized blazers with eco-friendly Italian wool," "Hand-embroidered evening wear featuring traditional techniques"]
* [FABRIC/MATERIAL INNOVATION]: [DESCRIPTION - e.g., "Exclusive sustainable textiles developed in partnership with X," "Proprietary recycled material process"]
* [STYLE ELEMENT]: [DESCRIPTION - e.g., "Bold color palette inspired by X," "Signature silhouettes that highlight X"]

### **Sustainability & Ethics**

[PARAGRAPH ABOUT SUSTAINABLE PRACTICES, ETHICAL MANUFACTURING, OR SOCIAL RESPONSIBILITY INITIATIVES - e.g., "Each piece is crafted in small-batch production at our atelier in X," "The collection utilizes deadstock fabrics and zero-waste pattern cutting"]

### **Availability**

The [COLLECTION NAME] will be available starting [LAUNCH DATE] [WHERE - e.g., "exclusively on our website," "at select retailers including X, Y, and Z," "at our flagship boutique in X"]. Prices range from [PRICE RANGE]. [MENTION PRE-ORDER OPTIONS OR LIMITED AVAILABILITY IF APPLICABLE].

### **About [FASHION BRAND NAME]**

[FASHION BRAND NAME] was established in [YEAR] by [FOUNDER] with a commitment to [BRAND MISSION]. Based in [LOCATION], the brand has [NOTABLE ACHIEVEMENTS - e.g., "dressed celebrities including X and Y," "been featured in publications such as X and Y," "pioneered sustainable practices in luxury fashion"].

### **Media Contact**

[CONTACT NAME]
 [TITLE]
 [PHONE NUMBER]
 [EMAIL]
 [WEBSITE]

### **Additional Resources**

* [LOOKBOOK/CAMPAIGN IMAGES: Link or note about availability]
* [DESIGNER BIOGRAPHY: Link or note about availability]
* [BEHIND-THE-SCENES CONTENT: Link or note about availability]