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SITA style Launches Summer 2009 : Breeze and Earth

Actress, model and humanitarian launches multi-culturally inspired fashion company to debut casual spring line



Los Angeles, CA (Sept 15, 2008)- Sita Thompson is a well-accomplished woman having received numerous awards for both her career in entertainment as well as her work in the philanthropic arena. The honorable former Prime Minister of India, P. V. Narsima Rao, presented Sita with the **National Citizen's Overseas Award** in 2003 for being American by birth, but Indian by heart and values – a role model for society. This award is given to individuals who promote Indo-American relations which she translates into her fashion line.

Sita has taken this multi-ethnic background as inspiration to create her own unique line of women's clothing which she, "aims to accommodate a wide range of women and styles, tastes, skin color and body types" (Sita Thompson, Sept 2008). No synthetic fabrics are used in the SITA Style collection, all rayon chiffon, rayon georgette, 100% organic cotton knit jersey, cotton voiles and silk.

The summer 2009 collection is titled **Breeze and Earth**, "It has flow and elegance, but with grounding" (Sita Thompson, Sept 2008). The line has beautiful intricate details such as jute or rope piping with crystal, shell and wood beading, yet remains very wearable for the everyday woman.

SITA will be launching their bamboo/ organic cotton art-tee's at Magic Spring 0'9 Eco-show.

SITA's emphasis is on diverse and globally inspired clothing, targeting the young, affluent female consumer and the ever-growing environmentally conscious woman. With

day, evening and resort wear, the line retains its versatility while still appealing to a broad consumer base.

SITA is marketed to its target audience through major trade shows, industry events and personal sales.. The line will be represented at numerous trade shows during the year including, **Magic, FIG, Seattle Trend Show, Northern California Apparel Show, DNA, Style Max Chicago** and many more. Her styles have been seen in **OC Magazine, Eco Bella, Boho, The Eco Gift Magazine, White Apricot, New West, Conscious Times** and will be featured on the cover of **La Diva Latina**, this coming April 09. Sita will continue to do shows in the Los Angeles area to market the line to press and public, continue individual sales to clients and is planning an upcoming Spring event at **KGB Studios**, the fashion line's new home, so watch out!

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