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Actress/Model Lauren Elaine launches Lauren- Elaine Designs

LA Fashion Week marks the official launch of the Lauren-Elaine Designs Label

/24-7PressRelease/ - SAN DIEGO, CA, April 09, 2008 - Actress and Model Lauren-Elaine Edleson announced the official launch of her high-end women's clothing label, Lauren-Elaine Designs (LED), during LA Fashion Week this March, with the debut of the Fall 2008 "Mirage" Collection.

Actress-model-turned-designer, Lauren Elaine, who has appeared in a slew of campaigns, music videos, and films such as 2005's *The Ringer*, debuted the label's first full line, the Fall 2008 Mirage collection, at the Ritual Lounge in Hollywood on March 8th. Following the debut runway show, the label's official website, www.Lauren-ElaineDesigns.com, launched on March 17th.

Lauren Elaine's hopes to launch a couture label became a reality with the onset of the writer's strike this past fall. With more time on her hands, Lauren Elaine committed herself to experimenting with her strong, lifelong passion for design while taking the necessary steps to launch a high-end label. The first items of business included the creation of the "Mirage" Collection, along with appropriate branding for Lauren-Elaine Designs. As a designer, Lauren Elaine says she strives to create unique, standout pieces that reflect a sense of effortless elegance and glamour. A self-proclaimed "girly-girl," Lauren Elaine primarily enjoys designing ultra-femme dresses, gowns, and separates with a penchant for feminine prints and details. And unlike many "Celebrity" labels, the LED label is entirely designed by Lauren Elaine from start to finish- with many of the initial samples and one-of-a-kind gowns sewn by Lauren Elaine.

Before officially launching LED, Lauren Elaine featured pieces from her smaller private collections online- for private sales- and in charity couture runway shows. Since the launch of LED, magazines such as *Hope, Makes and Models, Shape,* and *944* have featured pieces from the past and current collections, with several gowns also debuting on the red carpet.

LED currently sells online at www.Lauren-ElaineDesigns.com, as well as in exclusive boutiques in southern California. In May, Lauren Elaine will travel to Austin to showcase the Mirage Collection at the STILO Charity Fashion Show Benefit, as well in several boutique shopping events between now and June. Visit the website for event updates.

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