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Lust4Luxe steps out onto the red carpet with Designer Lauren Elaine

Lust4Luxe announced as the official Handbag Sponsor of the upcoming red carpet Fashion Event at Les Deux

NEWPORT BEACH, CA, May 15, 2009 **/24-7PressRelease/** -- High-end luxury label Lust4Luxe joins forces with Designer Lauren Elaine as the premiere Handbag Label for an exclusive upcoming red carpet fashion event at Les Deux in Hollywood on June 25th, 2009. The event, which is also being produced in partnership with JBP Entertainment and the Dolce Group, will showcase Lauren-Elaine Designs' (LED) newest collection paired with exquisite Lust4Luxe bags- a favorite of many Hollywood A-Listers. The evening kicks off with red carpet arrivals at 10:00pm, followed by a unique runway show at 11:30pm.

Designer Jeff Catalano, and partner David Savarese launched the luxury bag brand in 2007, and have since watched as the label has skyrocketed to success and developed a cult celebrity following. Lust4Luxe's colorful Italian leather and lambskin bags have been seen in the clutches of stars like Cameron Diaz, Mischa Barton, Angelina Jolie, and Lauren Conrad. They've also been prominently featured on shows like Gossip Girl, and were official handbag sponsor of the MTV Video Music Awards in 2008. Taking inspiration from world travels, vintage goods, and icon Coco Chanel, Catalano's creations merge modern luxury with timeless charm, and also feature such ornate extras as an internal lighting system.

And what better way to show them off than by pairing them with LED's new Siren Collection. Taking its name from both sirens in Greek mythology, as well as the silver screen sirens of the 40s and 50s, Elaine's latest collection shares a similar throwback to the past. And along with the Lust4Luxe label, the LED label, which launched during LA Fashion Week in March 2008, is a high-end couture label with a growing celebrity following and a collection of gowns and cocktail frocks frequently making appearances on red carpets and editorial pages.

Les Deux, a product of the Dolce Group, provides the perfect venue for such an event. "It's a little exotic, very luxurious, and something completely unique. We're not presenting a typical runway show, and Les Deux is certainly not your typical venue," says Elaine.

Press and red carpet RSVPs to pr@lauren-elainedesigns.com. General guest list requests to events@lauren-elainedesigns.com

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