

## Lucullen's S/S 2010 Collections Emphasizes in Fabric, Cut, and Womanly Touch

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New York, NY – (Sep 1st 2009) - Its one thing to walk on the streets of 5th Avenue of New York City and wear the dress that looks good, but it is an entirely different story when the dress you're wearing makes you feel as if you were walking right on the fashion runways of Bryant Park. Lucullen provides the answer to such a personified experience with lines focusing only on quality fabric, conforming cuts, and the special ingredient of a womanly touch!

Yes – at the end of the dressing rooms, a woman knows what a woman wants – that is comfort and fashionable look yet the feeling of being sexy, feminine, independent and modern all at once. Thank goodness for Lucullen, their collection are filled with uniquely creative ways of sewing and hemming the most sought after fabrics from Italy, France and Japan, into a complete dress that simply fits to the contour of a woman. With its seasoned designer at Lucullen, a woman's desire for beauty and empowerment is complimentary to each other.

Lucullen creator, Joyce Huang who is an industry veteran, have successfully designed various collections in cities such as Taipei, China, Toronto and New York. She possesses the raw talent to weave the passion and confidence of a true woman into the fabric of her creations. Many have found her line "Soft but sculptured, creating an essence of professional appeal. Tender and demure, but bold – desiring attention. Delicate and discreet while fearless and assertive." These words are of Joyce Huang's line, which echoes from, city-to-city.

It is these characteristics that Lucullen believes is what represents a woman. Since a woman is an embodiment of her clothes, it only makes sense that Lucullen intends to capture these female attributes and set them free with the visual of her clothing material.

Lucullen's collection not only caters to the woman of fashion but also those who carry multiple social/economical positions throughout the day. Lucullen understands all too well that a woman of the 21st Century constantly live their lives from the office to a cocktail party to weekend afternoons. The concept of versatility is another key aspect of Lucullen's line of exciting dresses.

Luxurious, sexy and versatile -- Lucullen is like no other brand. Elegant and timeless cuts are reinterpreted into contemporary classics. Lucullen intends to have universal appeal. With fabric that comes from all over the world, Lucullen brings the best in quality. Memory fibers and light water repellent is also instilled into all Lucullen clothes. Colors include classic white, ivory, black, silver, gold, pastels, and mixes of other bold colors.

Lucullen Spring/Summer 2010 lines cater to professional dresses, lovely nightgowns, dynamic party cocktails, decorative jackets; all craftily designed so you can live your life and still look fabulous.

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