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Argenti Launches Spring-Summer 2011 Women's wear Collection

Environmentally Friendly Artisan Prints Define Argenti's Latest Line
-- Debuts August 1-3 at NYC's MODA --

New York, NY (July 28, 2010) – Argenti's new Spring-Summer 2011 collection is young, romantic, and above all, distinctly different—these are dresses with unique silhouettes, original prints, and showpiece detailing that all women who love color will want to own. Available at more than 500 stores, boutiques, and online sites worldwide, and debuting at MODA (August 1-3 at Manhattan's Javits Center) the pieces in Argenti's latest collection (all of which were created using the cutting-edge and environmentally friendly AirDye® technology), start with artisans in Como, Italy, who imagine the vibrant prints. The range of day-to-evening, casual-to-cocktail dresses strike a balance between timelessness and the trends with close attention to tailoring and fit. Retailing between \$100-\$120 (wholesale: \$45-\$49), there is no better value for such sartorial synthesis of old-world artistry and modern-day style.

The Company

After a brief hiatus, the Argenti family is back in the industry of which father Patrick is a 30-year veteran. With vast and varied experience in both public and private label design, Patrick, whose self-built fashion empire reached annual sales of \$110 million in the '90s, knows the micro and macro of nurturing a clothing line—right down to hiring the right face, supermodel Paulina



Porizkova, for several of Argenti's print advertising campaigns. Placing priority on his clients' bottom-line, Patrick developed what he called "the magical price point," essentially a midpoint between a garment's original price and end-of-season sale price. By providing this savings up-front, the Argenti patriarch sold a high volume of merchandise and built a loyal following of both buyers and consumers.

Having raised his three children—Justin, 30, Lauren, 26, and Alex, 23—in and around showrooms, Patrick instilled in them not only his appreciation for fashion but the industriousness it takes to be successful on its business side as well. All of them former students of New



York City's Laboratory Institute of Merchandising (the only four-year college in the U.S. devoted to the business side of fashion), the Argenti children are committed to filling the wide-open market for beautifully designed, American-made, environmentally-sound womenswear at their father's "magical price point." Justin, in his role as the President of his family's namesake brand, is mapping Argenti's future while blending style with sustainability.

The Technology

AirDye® technology manages the application of color to textiles without the use of water. Presently, it is the most efficient sustainable alternative to traditional printing and cationic and vat dyeing processes. Collectively responsible for the release of more than 70 toxic chemicals into our water supply (30 of which, irretrievably so), these

more traditional, eco-unfriendly treatments have led to what the World Bank estimates is 17-20 percent of the world's industrial pollution. Another benefit of the AirDye® process is its accelerated turnaround. Because the entire process requires only six weeks—compared with three to four months for printing and dyeing—not only can orders be filled and delivered more quickly, but if necessary, on-site adjustments can be implemented with real-time speed as well.

Without sacrificing brilliance, vividness, or range of color, AirDye® technology allows Argenti to continue to offer its distinctly original, hand-drawn Milanese prints at a competitive price-point—and with a clearer conscience.



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