

# FreeGirl Apparel Launches 2008 Spring-Summer Collection

*Street Meets Sweet for a Cause*

BOCA RATON, FL- FreeGirl Apparel recently announced the debut of the brand's 2008 Spring-Summer collection. Created by highly-accomplished designer Michele Gonda, the 126 piece line reflects up-to-the-minute tattoo-inspired designs refreshingly infused with hints of classic femininity.

By combining soft and girly lines with the grit of the popular tattoo-inspired look, Gonda's insightful designs strike a unique combination of street and sweet resulting in a versatile collection with wide appeal. From softly-silhouetted scoop-neck tees to flowing baby doll tanks, the casual and comfortable pieces compliment a variety of looks. Top selling groups within the collection include "Rose's Garden", "Twiggy", "Tribal Tattoo", and "Heart".

As the newest member of The FreeGirl Family, the Spring-Summer collection is Gonda's first for FreeGirl. Gonda's 15 years of design experience include the highly-successful Faith Couture and Love Couture brands that generated more than \$35 million in international retail sales including Saks Fifth Avenue, Neiman Marcus and Henri Bendel. Gonda said the femininity of the FreeGirl 2008 Spring-Summer line adds to the wearability of each FreeGirl selection. "Our goal was to bring something to the marketplace that is street-inspired yet soft and girly. We want to highlight the timeless beauty of what it means to be a free-spirited and empowered female," said Gonda.

Founded in 2001 in the aftermath of the September 11 tragedies and the resulting exposure of unspeakable violence against Afghan women, FreeGirl Apparel is dedicated to the empowerment and advancement of women and girls in the United States and around the globe. Five-percent of FreeGirl's annual net profits are donated to The FreeGirl Foundation, a non-profit organization with the sole mission of working to eliminate gender-based violence and to make the world a safer place by empowering women and girls everywhere.

Ron Ryan, FreeGirl founder and CEO, said the successful launch of the Spring-Summer line is a realization seven years in the making. "It's been quite a journey for FreeGirl. Michele's collection is the culmination of the sacrifices of many people who worked very hard to keep the FreeGirl dream alive. Michele's designs have brought FreeGirl to her feet and now she's off and running," said Ryan.

Diane Reichenberger, FreeGirl Chairman of the Board and CEO of Dualstar Entertainment Group, said FreeGirl's whole-hearted mission and style-savvy apparel are inspirational additions to the fashion industry. "The concept of giving back to the community, while offering designs that are fashion forward, is truly the inspiration that got me involved with FreeGirl,"

said Reichenberger.

With offices in Boca Raton and Beverly Hills, FreeGirl is sold exclusively to top-tier boutiques and specialty stores. Wholesale inquiries are welcome. For more information about The FreeGirl Family and to view the Spring-Summer collection, please visit [www.TheFreeGirlFamily.com](http://www.TheFreeGirlFamily.com). Please direct media inquiries to Karen Dominick at 561-767-4400.

â€œIn the heart of every woman lives a FreeGirlâ€™™

<http://www.thefreegirlfamily.com>