



FOR IMMEDIATE RELEASE
COSABELLA INTRODUCES COSABELLA JEANS

A new signature apparel brand, launching with a denim-inspired legwear for Summer 2010.

Cosabella Jeans launches as the new signature contemporary apparel brand by Cosabella. Commencing with a denim inspired legwear collection in Summer 2010, Cosabella Jeans will expand into swimwear, beachwear, dresses and tops in 2011. Cosabella Jeans will be a contemporary line drawing much of its inspiration from the denim world, mixing color, print and fabric inspiration from Cosabella's intimate, loungewear and swimwear collections.

The first items being offered are the Seamless & Skinnies Jeans. Rather than making jeggings, stretch denim made to look like leggings, Cosabella Jeans takes an innovative approach to the growing denim legging category. By focusing on leggings and tights designed and printed to look like denim. Cosabella Jeans are not only more comfortable than jeggings, they are ideal for everyday use and travel. They dry quicker, are super lightweight for the heat of Summer and for the simplicity of packing away several pairs in your carry-on. Since they are designer legwear, they are much more affordable than designer jeans and jeggings, allowing you to update your pants wardrobe more frequently with updated colors and washes.

The Seamless Jeans are seamless leggings with jeans-like details engineered in the weave. Contrasting thread gives the look of true stitching, zipper and pockets. Cosabella's "Bow" logo is detailed on the pocket. Sized Small, Medium and Large, the Seamless Jeans can be worn for looser fit at the boot hem from dress sizes 0 - 14.

The Skinnies Jeans are opaque super-stretch footless tights that are printed 360 degrees with a picture of washed denim, giving a realistic washed denim look with printed pockets, zipper and belt loops. Color variety and printed wash designs will be linked to runway trends through 2011. Sized S/M and M/L, the Skinnies fit comfortably dress sizes 0 to 14.



Cosabella Jeans is available worldwide at major department stores, specialty boutiques, e-commerce sites, and cosabella.com. Cosabella Jeans will join the ranks with Cosabella's other break away lines: Cosabella Amore - young and flirty intimates collection; Cosabella Mare – designer swimwear and beachwear; and Smooth by Cosabella – bamboo activewear and shapewear.

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About Cosabella

Founded in 1983 by the husband and wife team Ugo and Valeria Campello, Cosabella is a leading designer of intimate apparel that is celebrating its 25th anniversary this year. Cosabella is headquartered in Miami, Florida; its collections are manufactured in Italy. In addition to offering an impressive assortment of fine lingerie, Cosabella recently expanded its collections to include swimwear, apparel and hosiery.

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