

FOR IMMEDIATE RELEASE

SS2010: CAMENAE Colour Fix

London, 20 January 2010: Addiction to CAMENAE is amplified in colour as it enters its third year of collections.

Italian brand CAMENAE launches its *Spring/Summer 2010 Colore Collezione* in full-colour regalia blending its authentic hallmark with practical, well-tailored accessories. The Collection focuses on clutches; belts; and small leather goods.

Regal hallmarking in bas-relief contrast to an electrifying colour palette of Azure, Coral and Halo Gold, sets a tone of playful elegance.

Like their goddess namesakes, the *Calypso baguette clutch* and *Electra double wrap belt*, are divine in their perfect proportion:

Calypso is tailored like a Saville Row suit in clutch form; while Electra, wraps twice around the hips in feminine contemporary style.

Brimming with personality are the small accessories: *Travel Clutch*, designed to FAA/TSA flight regulation standards as a glamorous alternative to airport zip locks; *Pendant charm*, complimenting all collection pieces; and the *Cuff key holder*, both pretty and practical with oversized wristlet, Swarovski crystal charm, and multi-purpose clip.

This CAMENAE Collection gives quintessential pop to any outfit and every occasion. The subtle shimmer in matte-finish patent leathers on Designer Jill Walker's creations, make this collection a 'must have'.

Captivating beauty and understated elegance is keeping all eyes fixed on CAMENAE.

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To view Prototypes click: <http://www.camenae-group.com/pages/-----Events.html>

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Coming Soon: The Pochette Series 5.1 + Launch of CAMENAE MEN in AW2010.