

LUCA LUCA SPRING 2009 Fashion Show Monday, September 8, 2008 at 3PM

Background: American design house LUCA LUCA was founded over 15 years ago by Italian-born designer Luca Orlandi with the vision of building an iconic fashion brand. Through the years, LUCA LUCA has expanded the distribution of its collections from freestanding boutiques in major U.S. cities to international markets such as Europe, Russia, and the Middle East.

Orlandi developed a distinctive style using sexy silhouettes and exquisite colors in each collection. This year marks a turning point for LUCA LUCA as founder Luca Orlandi appointed Raul Melgoza the new Creative Director. Born and raised in Los Angeles, Melgoza attended Parsons School of Design where he graduated top of his class and was nominated for Designer of the Year. While a student, he worked at Vera Wang to hone his skills and techniques. Upon graduation in 2005, he joined LUCA LUCA where he quickly rose to the position of Senior Designer.

The Spring/Summer 2009 Collection marks Melgoza's first as LUCA LUCA's new Creative Director and he is returning the brand to its roots with clean, elegant lines. The collection with its detailed attention to construction is made with luxurious fabrics. The color palette consists of neutral tones accented with punches of color, most noticeably steel purple, ice blue, and copper. Each piece is alluring yet refined, keeping the LUCA LUCA collection true to its heritage.

Creative Director: Raul Melgoza

Venue: The Promenade @ Bryant Park
(41st Street and 6th Avenue)

Date: Monday, September 8, 2008
Time: Backstage check in: 1:30PM
Show start: 3PM

Press Contact:

Polly Ryerson	Melissa Sgaglione
Full Picture	Full Picture
917.817.8188	212.627.0001
pryerson@fullpic.com	msgaglione@fullpic.com