

PRESS RELEASE: 30<sup>TH</sup> JULY 2009 (FOR IMMEDIATE RELEASE)

## MISS ENGLAND GRACES CATWALK AT EXCLUSIVE LONDON SHOW

The joint launch of the Karen Karmody fashion label and Kele Le Roc's new single "Retro" took place last night in London at the luxurious Mayfair venue, Baroque.

The occasion saw the worlds of fashion and entertainment come together for a sensational showcase and celebration of music and style.

On arrival, guests were greeted with a reception of exotic canapés and drinks, and were spoilt for choice with the finest Akvinta Vodka, Marisco Liqueur and Veuve Clicquot champagne being offered.

The evening's events soon got underway with a fashion show presented by **Karen Karmody**.

The collection of eveningwear consisted of around twenty stunning and unique pieces. They ranged from the chic and sexy to the elegant and sophisticated, with each handcrafted piece having been exquisitely embellished by Karen Karmody herself.

The Karen Karmody fashion label was established in 2008 by the mother and daughter partnership of Karen and Krystal Karmody, with an investment from Denise Karmody and Massimo Rivabene. Over the past year, the break through label has started to make a name for itself in high fashion with its haute couture designs and limited edition, made-to-measure garments.

The grand finale of the fashion show saw **Rachel Christie**, the newly crowned **Miss England 2009** grace the catwalk in a spectacular, crystal encrusted, white dress which had been especially made for the Miss England Finals, and this was worn with an exclusive **Louis Mariette** (celebrity milliner and **Britain's Next Top Model** judge) headpiece called "Royal Diamante".

Karen Karmody dresses can already be seen being worn by celebrities, appearing in music videos, featured in countless fashion magazines and are currently being retailed by Image Boutique (London).

Following on from the fashion show **Kele Le Roc** took to the stage and performed for the expectant crowd.

Kele is one of the most established and glamorous artists in British urban music today. She released her debut album in 1999, which landed her two top ten singles and two MOBO awards.

Over the years Kele's achievements have been many and have included scoring a worldwide hit with **Basement Jaxx**, she has toured extensively and has also turned her hand to presenting and acting, both on screen and on stage.

Kele is now ready to release her long awaited second album "**Le Roc Music**" and she gave the guests an exclusive, live preview of the new material. On stage, she entertained in her usual charismatic style, demonstrating her unique song writing skills and distinctive vocal talent, which came to a climax when she sang her forthcoming single "**Retro**" (released on 17<sup>th</sup> August 2009).

The after party went on into the early hours of the morning, with the likes of **Jade Jagger** and **Lemar** spotted in the crowd, and as guests slipped away they took with them goodie bags which included treats from Punky Fish, Butterfly Twists amazing folding shoes and cupcakes by Delicieux.

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