## Kromosome™ To Launch Men's Spring Summer Collection In Sydney, Australia



Released on: November 23, 2007, 6:04 am

Press Release Author: Kromosome Industries Pty Ltd

Industry: Apparel & Fashion

Press Release Summary: Following on from the success of the September 2007 Fashion Exposed event in Melbourne, Kromosome™ will unveil DNA-2, the much anticipated Spring / Summer collection, at the 2008 Fashion Exposed event in Sydney.



Press Release Body: Following on from the success of the September 2007 Fashion Exposed event in Melbourne, **Kromosome™** will unveil **DNA-2**, the much anticipated Spring / Summer collection, at the **2008 Fashion Exposed event in Sydney**.

**Kromosome's design guru, Birnur Garland**, is thrilled with the market acceptance of her first Australian collection, **DNA-1**, and said, "**DNA-2**, our second collection, is set to be a real head turner with the

collection incorporating a euro-urban street wear abstraction fused with chic Australian lifestyle influences."

Birnur's spring / summer designs will consist of men's lightweight knitwear that will make them look, chic lifestyle shirts to be seen in and shorts to be envious of.

Dealer enquiries are welcome, full details are available on the website.

**FASHION EXPOSED** is Australia's largest fashion buying Trade Fair. Held over three days, twice a year, it is timed to provide an unequalled opportunity for the fashion industry to source the very best of fashion and accessories as part of their seasonal buying. <a href="http://www.aec.net.au/fexsydney">http://www.aec.net.au/fexsydney</a>

## **KROMOSOME™**

**Kromosome**, an Australian and Turkish conceived menswear label, half English and half Turkish spelling, with the letter 'K' encapsulated in the male sex symbol, represents an emerging breed of Australian men's fashion. **Kromosome** ready to wear collections are unparalleled in terms of design and materials selection producing **RIGHT NOW** men's chic fashion for the style savvy man. **Kromosome** has representation in Australia, Turkey and Germany. <a href="http://www.kromosome.com.au">http://www.kromosome.com.au</a>

Web Site: <a href="http://www.kromosome.com.au">http://www.kromosome.com.au</a>

Contact Details: Kromosome Industries Pty Ltd Asia-Pacific Headquarters PO BOX 4031 Hopetoun Gardens 3162 Victoria, Australia t: (+613) 9015 9507 f: (+613) 8677 9729

e: inthepress@kromosome.com.au

Europe - Istanbul, Turkey e: europe\_tr@kromosome.com.au

Europe - Frankfurt, Germany e: europe de@kromosome.com.au