



## **Viva Latina. Fiorana Launches "Latina Cut" Premium Denim at WWD MAGIC**

*Fiorana will debut its National Department Store denim collection at the Vegas Magic show. Fiorana manufacturers an exclusive Latina designer denim.*

Ft. Worth, TX, January 18, 2008 --([PR.com](http://PR.com))-- Fiorana, Inc., an established international denim company, announced today that they will be launching the first women's "Latina Cut" premium denim collection at the WWD MAGIC Fashion Show Expo in Las Vegas, February 12-15, 2008.

In April 2006, founders Mike Braden and Juliana Ramirez researched the US Hispanic population in depth to see if there was a niche for a premium jean designed specifically for American Latinas. According to [Hispanicbusiness.com](http://Hispanicbusiness.com), in 2005 approximately 42 million Hispanics spent 8.8 billion dollars on denim products with the average Hispanic woman owning more than 12 pairs of jeans. Conducting interview after interview with American Latinas, the two entrepreneurs gleaned that this market was ready for a collection designed with their shape in mind.

"The Latina body is different in waist and hip structure," says Mike Braden, Founder and President of Fiorana, Inc. "When wearing Anglo cut jeans, there is always a fit problem around the waist area. Our 'Latina Cut' collection will provide the American Hispanic woman a sexy, sophisticated premium jean that caters to their feminine curves."

Latinos represent a booming 9% of America's population and their tastes are visible on the street and in the shopping mall. "Fiorana knows that the influence of Hispanic fashion and Latina consumer trends in America is greater than ever." Says Mike Braden. "The American Latina is fashion-forward, brand-conscious and understands e-commerce." Our 'Latina Cut' denim collection will retail around \$100, but the quality is comparable to denim selling for \$175 and up. We are focusing all of our efforts to offer this neglected market a high quality denim product at a competitive price."

Fiorana's "Latina Cut" denim collection will debut at the WWD MAGIC Fashion Show Expo in Las Vegas, February 12-15, 2008 at booth WS-17904. Their Summer '08 collection includes the latest trends of bright-colored denim skirts, shorts and capri's, while the Fall line-up hits strong with a variety of washes and fashion denim. Retail prices will range \$80 - \$110 in sizes 2-14.

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### About Fiorana:

Fiorana is an apparel manufacturer specializing in high quality denim. Their manufacturing plants are located in Medellin, Colombia and their World Headquarters are located in Fort Worth, Texas. Fiorana



sells direct to apparel boutiques and provides private label to department stores. Currently, Fiorana exports to Europe and South America.

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