



Fiorana Launches On-Line Denim Boutique for American Latinas

Fiorana, Inc. launches it's online e-commerce retail boutique, in addition, stores can visit the site to download product linesheets. Fiorana produces a premium denim targeting the American Hispanic women.

Fort Worth, TX, May 05, 2008 --(PR.com)-- After much success at the WWD MAGIC Fashion and Apparel Expo in February, Colombian jean manufacturers, Michael Braden and Juliana Ramirez of Fiorana Inc., have finally launched www.fiorana.com. The bilingual e-commerce site is the exclusive home of Fiorana's denim collection for Latinas, and it couldn't come at a better time.

Research done by the Pew Hispanic Center earlier this year indicates that 78 percent of English-dominant Hispanics and 76 percent of bilingual Hispanics are currently surfing the web, which makes Fiorana.com the perfect one-stop shop for today's fashionable Latina.

"Fiorana.com is designed to be that coveted lifestyle boutique that every Latina dreams of," says Mike Braden, Founder and President of Fiorana, Inc. "We recognize that our shoppers have a difficult time finding denim with their shape in mind, and we provide an outlet where they can buy with confidence that the jeans will be a perfect fit."

The launch of the Fiorana site also marks the release of the brand's summer collection, which is full of brightly-colored premium denim skirts and capris, along with the company's signature flower-embroidered jeans.

Co-founder, Juliana Ramirez, a native Colombian, describes the collection as being directly influenced by her Latin culture. "The Latina look is everywhere for summer, especially with the bohemian, hippie trend. It all comes from my people, from my heritage."

While Fiorana's main goal is to provide a sexy, sophisticated premium jean that flatters the feminine curves of American Hispanic women, the company doesn't want to discourage non-Latinas from trying their product. "Our collection is not about the "rear," it's about the fit and attitude," Ramirez says. "Every confident woman looks great in our jeans."

Fiorana's summer collection is now available online and at select boutiques across the United States. Retail prices range from \$64 for a stretch denim mini skirt to \$96 for a pair of crystal embroidered straight leg jeans.

Contact:
Fiorana Inc.
Mike Braden, President
210-838-2388
mbraden@fiorana.com
www.fiorana.com



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. The company is actively seeking Rep companies to represent them in the retail outlets nationwide.

####



Contact Information:

Fiorana, Inc.

Mike Braden

210-838-2388

mbraden@fiorana.com

www.fiorana.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/83913>