80's Flashback: Z. Cavaricci Fashion Brand To Launch For Spring '09

Retro Brand to Inspire a New Generation of Young Fashionistas. Z. Cavaricci emerges from the fashion chronicles with the Spring '09 launch of premium fashion denim and bottoms for girls, tweens and teens.

Oct. 14, 2008 - *PRLog* -- New York, New York - Retro fashion brand, Z. Cavaricci emerges from the fashion chronicles and is ready to inspire a new generation of fashionistas. The well-known fashion label—a coveted brand during the '80s—will make a comeback this spring with the launch of fashion bottoms for girls, tweens and juniors.

A new generation of girls will wear their Z. Cavaricci's with confidence, just like their moms who proudly wore the brand during the '80s when they accessorized with Swatch watches and rocked out to the tunes of NKOTB. At the time, Z. Cavaricci 's iconic style focused on high-waisted, pleated pants with multiple belt loops, a skinny ankle and the Z. Cavaricci logo at the zipper.

Z. Cavaricci continues to grow and expand its core juniors' lifestyle brand. The Spring '09 collection will reflect a confident ultra-chic and hip customer with a one of a kind approach to fashion denim that is at once trendy yet fierce with a luxe attitude.

Echoing the juniors' collection, Z. Cavaricci Girls bottoms will include high quality, premium fashion bottoms and denim in silhouettes ranging from boot, flair, skinnies, skirts, skimmers, shorts, and bermudas in a variety of different washes such as distressed, whiskered, color slub and the latest ombre colors. The collection will feature specialized detailing with the latest stitching on the pockets & trims and back pocket embellishments. Distribution is scheduled for Spring '09 at department stores, boutiques, and mid-tier retailers; suggested retails will range from $38 to $48.

In an effort to resonate with today's savvy consumer, Z. Cavaricci Girls will host pages on both MySpace and Facebook. These popular networking destinations will enable a new generation of Z. Cavaricci fans to log on and share their opinions, swap ideas, and talk fashion. Discussion boards will also allow girls to post their own photos and opinions on all things fashion, whether it's their favorite denim brand, celebrity, or an upcoming trend.

Further support for the brand will include the introduction of "Z.Cav," a virtual paperdoll (Stardoll.com) that enables fashion fans to use their creative self-expression to play virtual dress up with a vast selection of fashions. Via the Stardoll site, Z. Cavaricci Girls aims to unite with a new generation of girls via the online community. In addition, a blog on http://zcavariccigirls.blogspot.com will post discussion about the launch and showcase each new collection of Z. Cavaricci Girls, as well as other upcoming trends that influence tween fashion. Guest bloggers will also post their ideas and opinions about items from the collections.

Stephen Shalam, President, Star Ride Kids, Inc. said, "We're seeing a resurgence in the marketplace of brands and trends from the late '80s and early '90s. From NKOTB to 90210, iconic mainstays from the past two decades are being updated and reintroduced into mainstream culture making now the perfect time to launch Z.Cavaricci for girls. The new styles and designs will appeal not only to today's fashion conscious girl, but parents will get to relive the popular brand of their youth."

"The Z. Cavaricci brand has been in the marketplace for over 32 years and is recognized throughout the country by adults who have a fondness of the brand from when they were young. Those customers who wore the brand in the '80s are now mothers with children so it seemed a natural fit to introduce a girls

collection," said Jim Cavaricci, President, Z. Cavaricci.

Z.Cavaricci, an iconic fashion brand launched by Jim Cavaricci, debuted in the '80s and highlighted a pleated, baggy pant with a skinny ankle. Recognized as one of the first trends to expand from Europe throughout the entire U.S., the brand first emerged in late 70's as a men's pants brand that was offered in specialty boutiques. Z. Cavaricci later evolved into a unisex brand and within two years of being in the marketplace, the trend skyrocketed into the mainstream and expanded into a full scale women’s and juniors fashion label with distribution ranging from specialty to high-end department stores such as Bloomingdale's and Nordstrom. In recent years, the women’s and juniors label has continued distribution through various department stores, specialty boutiques and online retailers.

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Hydrogen Licensing & Marketing specializes Brand Promotion, Public Relations and Product Licensing for all categories of Fashion, Music and Art. Current clients include Z. Cavaricci Jeans, Star Ride Kids, DJ Miguel Migs and John Veteri Art.

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