

Ooh! La La! Couture Presents "The Emily Grace Collection" by Disney actress Emily Grace Reaves

Source: T2 Public Relations

Dated: Sep 23, 2009

Ooh! La La! Couture proudly presents "The Emily Grace Collection", an exclusive line of fun & funky clothes for girls & tweens.

Known for unique combinations of comfortable knits adorned with fun details such as playful prints, fanciful trims, Swarovski crystals, and signature pettiskirts, Ooh! La La! Couture has added flare to children's designer clothing since 2004.

Inspired by 8-year old actress Emily Grace Reaves (best known for her role as "Cindy Lou" in Hannah Montana: The Movie), the collection's trendy, sweet, yet edgy feel, is reminiscent of Emily's true personality. She is collaborating with Ooh! La, La! Couture designers to create versatile styles that can be worn with sweet ballerina slippers, casual sneakers or paired w/ lace stockings and boots for more of a rock and roll look. Emily's collection will appeal not just to little girls---the line also has an exclusive Teen Collection available to a size 14.

Emily was first introduced to Ooh! La La! Couture when she spotted the dresses online while shopping for an outfit to wear for the premiere of a Disney movie she was attending. Since then, she has worn Ooh! La La! Couture to several red carpet events including the Teen Choice Awards Pre-Party.

The Emily Grace Collection will be launched in Emily's new show co-starring bestfriend, Noah Cyrus. Both Emily and Noah will wear pieces from the collection as they travel with the Miley Cyrus Wonder World Tour promoting their "Noie and Ems Show", seen exclusively on MileyWorld.com.

The main goal of Emily Grace collaborating with Ooh! La La! Couture with her collection is to promote and raise awareness for her foundation, "Lollipops and Rainbows". The foundation, dedicated as a tribute to Emily's grandfather Dave Reaves, was launched in May 2009 to support four of Emily's favorite charities. The Emily Grace Collection's "STAR LOGO" symbolizes the wild card "Star Lollipop", encouraging kids and their parents to support any charity of their choice. Ooh! La La! Couture is currently in development of exclusive "Lollipops and Rainbows" pieces for Emily's collection, soon to be available online and in Ooh! La La! Couture retailers nationwide.

Ooh! LaLa! Couture Official Site: www.oohlalacouture.com

Follow Ooh! La La! on Twitter: www.twitter.com/oohlalacouture

Emily Grace Reaves Official Site: www.emilygracereaves.com

Follow Emily Grace on Twitter: www.twitter.com/itsemilygrace

ABOUT LOLLIPOPS & RAINBOWS:

Emily believes in the power of YOUTH which is what the LOLLIPOPS symbolize. She believes no matter how young you are, you can make a difference. The RAINBOW represents the "beauty of all colors"; symbolizing that regardless of color or race, your true beauty lies within.

The foundation supports various causes/organizations to encourage everyone to get involved and support their charity of choice:

THE "PEACE" LOLLIPOP - The Peace Fund (Protect Educate Aid Children Everywhere)
THE "FAITH" LOLLIPOP - Saint Jude's Children's Hospital
THE "LOVE" LOLLIPOP - Society of the Prevention of Cruelty to Animals (SPCA)
THE "STAR" LOLLIPOP - Wild Card Lollipop to support ANY charity of choice
THE RAINBOW - Children Uniting Nations

OFFICIAL SITE: www.lollipopsandrainbows.com

P.R. Contact For Emily Grace Reaves and Ooh! La La! Couture:

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