

Lou Razon Launches Online Barong Tagalog and Filipiniana Dress store: Barongfilipinodesigns.com

Lou Razon is proud to announce the unveiling of her barong tagalog online store www.barongfilipinodesigns.com - Opens online Barong store to come closer to their clients 24 hours a day.

Sept. 23, 2008 - [PRLog](#) -- Today, Lou Razon is proud to introduce the unveiling of her barong tagalog online store www.barongfilipinodesigns.com. Showcasing contemporary Filipino fashion, the online store continues to promote the use of Philippine indigenous materials such as the natural jusi, pina and pina cocoon.

"Being in business for more than ten years, the main challenge is to meet not only the off line, but also the online demands of customers who are interested in traditional yet modern Filipino fashion. By opening our online barong store, we hope to come closer to our customers and also allow them to browse the Lou Razon couture designs at www.lourazon.com ", said Lou (Fashion Designer).

The newly launched online store features ready-to-wear as well as custom made barong tagalog and Filipiniana dresses. Wedding dresses in jusi and pina are also available custom designed to the bride's liking. For personalized consultation, Lou is available by appointment at her Glendale and West Covina California locations.

About the Barong:

Barong Tagalog is a traditional men's formal garment of the Philippines.

The birth of the barong into Philippine history began as a status of inferiority during the Spanish colonization.

However, today the purpose of a barong has evolved into a garment of independence and pride; the desire for freedom was expressed through the development of innovative styles, stunning details and embroidery. The barong has revolutionized Filipino fashion and has expanded to styles of polo tops, mandarin collars and beautiful Filipiniana dresses.

The barong has become an iconic symbol of fine Philippine craftsmanship.

About Lou Razon:

Where high fashion meets customer satisfaction, Lou Razon delivers custom bridal and special occasion collections of endless styles. Her skills as esteemed designer range from runway fashion to simple elegance. She has accomplished to present her customers unique gowns of their own desires. Her personal design characteristics exhibit dramatic cuts, innovative silhouettes and bold, rich colors.

Lou Razon has successfully been in business for more than ten years. In 1997, she co-founded with her husband the business of selling Filipino traditional formal wear in West Covina California called the Bridal and Formal Shoppe. Lou has continuously been promoting the use of Philippine fabric by incorporating it with her designs that redefines Filipiniana. She is known for being keen to perfection in fit and design making her one of the leading couture designers in Los Angeles.

In 2001, she put up a second location in Glendale California which welcomed more opportunities to showcase her talent to the mainstream market.

Now in her 10th year in business, she opens her online barong tagalog and filipiniana fashion store, www.barongfilipinodesigns.com that serves not only her local patrons, but international clients as well. It has always been her goal to continue to promote and present to international market the true pride of the Philippines.

For more information contact:

Lou Razon

On the web: <http://lourazon.com/>

Store: <http://barongfilipinodesigns.com>

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Source	Lou Razon
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