



**Press Release**

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### **Karen Millen England launches New York City flagship boutique**

NEW YORK CITY, NEW YORK: Last night, the eponymous International Fashion House, Karen Millen England launched its debut New York City location.

The launch was celebrated by a high profile event held at the Prince St, SoHo store, attended by the cream of New York society, celebrities and British expatriate identities.

Notable attendees included: **Mary Louise Parker** (star of the hit US television show, 'Weeds' and star of Broadway Show 'Dead Mans Cell Phone'), Socialites **Lucy Sykes Rellie and Euan Rellie**, British model and socialite **Poppy Delevigne**, Socialite and Designer (of label Imitation of Christ) **Tara Subkoff**, Sports Illustrated Model **Jessica White**; and New York socialites **Rebecca Wallis Guinness, Minnie Mortimer, Tamsin Lonsdale, Bobette Cohn, Dani Stahl and Freddie Lieba**.

Company founder, **Karen Millen** attended for the brands official launch stateside and greeted guests and the American Fashion Media with current Creative Director, **Gemma Metheringham**.

A show of the brands acclaimed spring / summer 08 Collection was the highlight of the event, showing 17 key looks in an energy-charged show focusing on the brands signature dresses and gowns.

The opening of the new SoHo boutique is the segue into a full National retail rollout within the US for Karen Millen, adding to the brands existing eight stores in locations such as Boston, San Francisco, Dallas and Los Angeles.

For further information, please contact:

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