

Contact Information:

[Company/Individual]
[Contact info]

**[Designer/Company] Announces [New Line, Collaboration, Deal With
Retailer, Etc.]**

FOR IMMEDIATE RELEASE

**[City, State] – [Designer/Company] is thrilled to announce [new line,
collaboration, deal with retailer, etc.], a [slightly more detailed description],
beginning [date].**

[more details about the news].

[further details about the news].

**[Quote from company, designer, someone who has seen the new line
and/or approves of the collaboration, etc.]**

[Boilerplate – Company Info].
