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PENELOPE PARASOLS ANNOUNCES THE RELEASE OF ITS DEBUT LINE

The Iconic Fashion Statement Returns As The Perfect Union Of Form And Function

Los Angeles (November 2010) — Teresa Connors and Lynn Taylor have announced the launch of Penelope Parasols and the release of its first line, a collection of three designer parasols to complement the spring 2011 fashion collections. Partners in this startup boutique, Taylor and Connors are re-conceiving a classic fashion accessory to complement the look and lifestyle of the contemporary fashion-conscious female.

The brainchild of beauty expert and makeup artist Lynn Taylor, Penelope Parasols was created in part as a response to constant requests for access to her own parasol collection. “The parasol is an iconic accessory that makes a bold fashion statement. Being British and a bit of a collector, I happened to own a couple of beautiful vintage parasols, which I’d often bring with me to meetings and shoots. Without fail, the stylist or the photographer or sometimes even the subject would inevitably ask to borrow the parasol and make it part of the shot.” Taylor realized that the parasol was a fashion accessory whose time had returned.

There’s also a practical side to the parasol that makes it invaluable to anyone who’s ever owned one. An open parasol can add color to a look, make a fashion statement or provide a dramatic backdrop for a woman’s head and shoulders, but the parasol was first invented to shield the face from the sun.

“I’d see the models would drag out these big, ugly umbrellas to shade themselves from the sun between shots. We’re talking about models — the most stylish, fashion-conscious women around. These women care about how they look, they’re thinking about every color, fabric and line. But they’d make this enormous concession to shade their faces. Who wouldn’t prefer a smart, stylish, lovely little canopy that looks pretty open or closed? Parasols were created for a reason, you know?” Taylor explains.

“There’s always a market for fashion that’s both stylish and practical,” adds Connors, an entrepreneur who developed her keen fashion sense working the reception desk at two of L.A.’s most successful boutique advertising agencies. Connors is also a successful voiceover artist, recognizable to anyone who listens to KCRW, the popular NPR affiliate in Los Angeles. Connors knew the combination of stylish form and essential function would give their product a broad but unique appeal.

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“I’m Irish and have the milky white skin to prove it,” says Connors. “I never take sun. I want to protect my skin when I’m out, whether I’m walking, shopping or just running errands. The parasol is my protection of choice.” Connors says she brings a parasol with her wherever she goes, and she’s met constantly with inquiries by women who want to buy their own.

“Look at sunglasses, and hats. They both provide a necessary function, protecting us from the damaging rays of the sun. But glasses eventually mark the complexion, and hats will ruin most hairstyles. The parasol shields the eyes from bright light, and protects the skin from harmful rays. And it also provides a great backdrop, framing the face with a canvas of color and light.”

“They’re playful and unexpected. They say something about the woman holding one,” adds Connors. “I’ve been stopped by girls in cities all around the world, asking me where I got my parasol. This is a great fashion accessory whose time has arrived.”

Penelope Parasols are available at www.penelopeparasols.com. Contact markh@IndustrialCreative.com for more information.