



For immediate release May 2009

V.Lotus

Vietnamese Designers- European Chic- Australian Style

V.Lotus is a new boutique store introducing exclusive international labels to the Australian market.

Hoàng Khánh Ngọc, (Nikki), ex Miss Vietnam and V.Lotus founder says, “often when referring to Vietnam or other fashion products of the Vietnamese, people think about the image of our traditional long dress "ÁO DÀI" and the material characteristics of our tradition, however the reality is we can offer much more to Australian fashion.”

Seven years of modelling lead to Nikki’s discovery of Vietnamese designers with a strong European influence in their design and an inherent understanding of quality, comfort and the hand crafted detail that turns a dress into second skin of elegance.

Nikki is proud to introduce these designers to the Australian Market. V.Lotus will offer a range of one off and limited evening gowns, cocktail dresses and tailored daywear that each present an opulent wardrobe experience.

V.Lotus offers an international luxurious shopping alternative right in the heart of Sydney city, where individual style is coveted and unique fashions are celebrated. V.Lotus offers both, catering to the fashion aware woman’s constant desire for comfort, fit and timeless style.

V.Lotus garments are selected for their elegant lines that work with the body of the wearer to define and enhance. Garments are carefully crafted from 100% natural linens and fabric treated with the natural colours of fruits taken from high in the mountains of Vietnam. Silks, chiffon and taffetas are also prominent ensuring an enduring sophistication. Every garment is stitched with care and embroidered with fine hand detail.

V.Lotus will be the Sydney home to award winning Vietnamese designers who are internationally respected and have trained in the esteemed fashion institutions of Paris. Exclusive designers include: HA LE; who has developed a reputation for her rich knitwear and leather ensembles, HA THUC NHAT MINH; who is renowned in Vietnam for his innovative structural cuts and intricate detailing as well as HA

TRUÔNG, who produces traditional inspired garments with an underlying sense of timeless elegant European chic and Do Manh Cuong; whose designs combine the rich orient of France with the customary aesthetics of Vietnamese culture. His designs are diffused with romantic notions and the potential to cause destruction in an exciting way. They centre on the principal, "I am confident because I am my own."

V.Lotus is grounded by the same principal, exclusive garments that inspire an inner vibrancy in the women who choose to swathe their figure in them. "We want to inspire a connection between our customers and our designers characteristic garments that makes them feel as confident and stylish as they look."

Stand out garments for winter include; soft tailored harem style pants, high waisted sculptural skirts rich in embellishment and draped and tucked dresses in vivid pink and blue hues that talk from morning till night.

V.Lotus will also be home to a line of casual menswear and an exclusive line of hand crafted in house accessories sourced from the finest materials of foreign regions.

V.Lotus promises to be a stylish blend of cultures that caters to the fashion needs and desires of the modern Australian woman.

V.Lotus would like to invite you to view their exclusive international designs in person at their Sydney CBD store over a cup of tea.

Booking by appointment

139 Castlereagh St.

Sydney 2000

info@vlotus.com.au

02 92 677 388

10:30am-6pm Mon-Weds

10:30-9pm Thursday

10:30-5 Sat

11-4 Sun

For any further information, imagery or product enquiries please contact Nikki.

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