

# The Ladybug Collection

by  
Allegro Designs

**For Immediate Release:**

## Fashion Fit for a Princess



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(Camp Hill, PA — September 2006) When it comes to dressing little girls, the love affair with the princess look never goes out of style. In fact, according to the National Retail Federation, the “princess” reigned #1 among the 2006 Top 20 Kids’ Costumes. So it’s no surprise that little ladies love any opportunity to put on a flower girl, First Communion or special occasion dress that’s fit for a princess. And parents appreciate that **The Ladybug Collection** offers a gorgeous, affordable selection of **2007 dresses** that their daughters can wear repeatedly.

William Jupitz, owner and designer of The Ladybug Collection, says the 2007 styles reflect a commitment to aesthetics and an understanding of practical children’s formal fashion. “The value in our dresses is very unique because they’re designed with elegant simplicity, comfort and quality in mind,” he says. “This crucial design approach means they’re truly multi-purpose.” Ladybug offers dresses that are ideal for many special occasions, including First Communions, weddings, holidays, parties, Christenings, etc.

Also fresh for this season, Jupitz has cast his creations in debuting fabrics that wear better than traditional ones. Look for Ladybug’s innovative, ultra-light taffeta and silk shantung, as well as Belgium linen fabrics. In addition, a focus on appropriately opulent accents — like real mink trimmings or large, blooming silk flowers — has little girls twirling their full skirts in excitement. And a careful attention to gown construction means they’re free to have this kind of fun!

“Rather than cave in or buckle from poor design, The Ladybug Collection’s styles literally stand on their own,” Jupitz says. Every seam is finished to ensure no “princess” complains about tight armholes or itching. You can literally see and feel the difference between Ladybug and its competitive brands.

While The Ladybug Collection’s quality construction, fabrics and fit continues to improve, so, too, do the prices. For Spring 2007, wholesale costs have dropped by 20 percent, a benefit to retailers and consumers alike. The average price tag for Ladybug dresses runs \$150 retail. So for a lower cost, little girls everywhere can now have a princess-perfect gown that they’ll be able to enjoy time and time again.

Since 2000, The Ladybug Collection has been dressing little girls for formal affairs such as weddings, Christenings and other special occasions. Leading consumer and trade publications regularly feature The Ladybug Collection, which has also been nominated for three years straight for the bridal industry’s prestigious DEBI Awards.

The Ladybug Collection is available in over 200 children’s stores and bridal shops nationwide. These retailers are committed to serving customers with their orders and any special needs, including rush orders, extra fabric, plus sizes, extra length, size charts, colors and swatches. Standard sizing ranges 1-14, with plus sizes available on all flower girl and special occasion gowns. For more information and store locations, contact: **717•761•2344; [info@ladybugcollection.com](mailto:info@ladybugcollection.com); or [www.ladybugcollection.com](http://www.ladybugcollection.com)**