

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].**

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