



NEWS

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IMMEDIATE RELEASE

CONSERVATIVE, ELEGANT EUROPEAN COUTURE FEATURED IN FASHION SHOW & SALE AT AANM

Dearborn, MI, (August 30, 2007) – La Maison Saouli, a European fashion house devoted to producing stylish garments for Muslim women seeking a modest appearance, is celebrating its entrance into the U.S. market by staging a fashion show and sale at the Arab American National Museum. The show, which is free and open to the public, is set for 2-5 p.m. on Sunday, September 9.

Based in Brussels, Belgium, La Maison Saouli was founded in 2000 by Karima Saouli, who comes from a family of tailors. Saouli could not find clothing in stores that she felt properly expressed her identity as a Western Muslim woman. Her designs are manufactured in Paris, France, the world's fashion capital, and sold in European boutiques. The house has staged numerous lavish runway shows in fashionable cities including Paris, London and Milan.

“As Muslim women have become more visible in society – at universities, in the workplace and in the community – there has been an increasing need for elegant yet modest apparel,” says Saouli.

“There is a need to dress how we truly are, to show through the outside how the inside is animated and given life. Women look for garments that speak to them, that look like them, that distinguish them without putting them in the margin,” Saouli says.

Saouli suits, jackets, dresses, skirts and trousers and related pieces range in price from \$30-\$150. Ensembles with and without head coverings are included in the collection, to accommodate the range of styles preferred by Muslim women worldwide. The apparel will be for sale at the AANM show. The pieces can also be viewed and purchased online

at www.saouli.eu. Saouli is considering opening a signature boutique in Dearborn or offering her apparel through existing local boutiques.

The house produces three lines. Saouli Trend is aimed at women ages 15-25 seeking a modern, urban look. Saouli Classic is for women over 25 who desire a classic look in muted tones, appropriate for professionals. Saouli Haute Couture features hand-sewn evening dresses that blend Western and Oriental styling. Special collections are issued for each Muslim holiday as well.

The Arab American National Museum documents, preserves, celebrates, and educates the public on the history, life, culture, and contributions of Arab Americans. It serve as a resource to enhance knowledge and understanding about Arab Americans and their presence in this country. The Arab American National Museum is a project of ACCESS, a Dearborn, Michigan-based nonprofit human services and cultural organization. Learn more at www.arabamericanmuseum.org and www.accesscommunity.org.

Museum hours: 10 a.m.-6 p.m. Wednesday, Friday and Saturday; 10 a.m.-8 p.m. Thursday; noon-5 p.m. Sunday. Closed Monday, Tuesday; Thanksgiving, Christmas and New Year's Day. Admission is \$6 for adults; \$3 for students, seniors and children 6-12; ages 5 and under, free. Call 313-582-2266 for further information.

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