

# FOR IMMEDIATE RELEASE

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## London Designer Debuts at New York Fashion Week as “One to Watch”

***Emesha Nagy debuted her new label “emesha” at the Ethical Fashion Preview during New York Fashion Week, impressing buyers and editors with her modern, clean silhouettes. Her collection was compared to Hermes and Alexander Wang spring collections, and she has been named an emerging designer to watch.***

New York, NY October 29, 2009 – It began with a visit home. Born in Hungary, Emesha Nagy traveled to London for school. Her love of fashion decided her career, and a trip home, decided her mission.

Hungary developed a high-level apparel industry, manufacturing the collections of prominent fashion houses. When Hungary joined the European Union in 2004, these companies moved their production further east where costs were lower, devastating the local economy. Factories shut their doors, leaving hundreds of extremely skilled workers out of jobs. Competition forced those remaining in the industry to work long hours and lower their salary expectations to keep their jobs. Appreciating the skill and talent of these workers, Emesha chose her homeland for the production of her collection, and the manufacturing expertise highlights her contemporary style. Emesha is building her company to follow sustainable and ethical principles: she sources organic and ecological materials and is committed to fair wage production to reverse the downward economic spiral in the Hungarian apparel industry. She is determined to change the fashion industry by example.

Emesha presented her collection at the Ethical Fashion Preview during Nolcha Fashion Week: NY in September as a member of the Bel Esprit Showroom and wowed editors and buyers with her modern style. Designed with a nod to the sport set, the clean lines, crisp tailoring, and comfortable styles were key to her success. Her simple and elegant white sheath dress, perfect for business and after 5 occasions, was the most popular with editors, who asked at the event where they could buy it. The deceptively simple silhouettes were carefully pieced together and beautifully crafted to provide a precise, but easy, fit and a timeless look. This is a collection that will be worn season after season.

“I immediately knew that Emesha’s collection was a stand-out when I had to ask her more than three times if her cool motorcycle jacket was actually sustainable. The pieces were current, modern and right on target for that classic sportswear/tennis trend we saw emerge for Spring 2010. Incorporating kicky little shift dresses and adding a slink factor with silk cocktail dresses, every industry expert that I passed her collection on to was super pleased by the well thought out, well rounded collection.” – Lynn Furge, Creative Director, Nolcha

### **About Bel Esprit**

Bel Esprit is the online showroom exhibiting collections of sustainable and responsible fashion from around the world to the global fashion industry. Bel Esprit offers marketing, promotion and sales assistance to help designers build their businesses, and helps retailers and designers build successful relationships.

### **About Nolcha Fashion Week: New York**

Award Winning Nolcha Fashion Week held simultaneously with New York Fashion Week consists of runway shows featuring emerging and independent designers, accessory exhibition, industry networking events and fashion business seminars held by reputable industry figures. [www.nolchafashionweek.com](http://www.nolchafashionweek.com)

### **About Nolcha**

Nolcha is an award winning multi-faceted media and events platform that operates an online fashion network, a print publication, and major annual events for the independent fashion industry and related retail businesses. Nolcha offers cost effective resources to aspiring and veteran fashion professionals, and enables advertisers to directly target these professionals and with their products and services. Initiatives include Nolcha online, Nolcha Fashion Week: NYC, London Fashion Week partner events, Independent Retail Week and Dress the Band competition. [www.nolcha.com](http://www.nolcha.com)