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CONTACT:

Claire Brosman

t h e n t i c a u

317.253.3256

thenticau@yahoo.com

www.thenticau.com

STRONGER PRESENCE FOR DOWNTOWN INDEPENDENT TRADE SHOW

New York, NY December 16, 2011

Thenticau has turned out its largest group of independent designers for February 2012. The show returns to the Gansevoort Hotel, embracing the energy and individuality of the Meatpacking District.

What started as a solo show for designer Susan Riedweg in 2008 has steadily grown in size and scope. Designers Sarah Cavender and Montgomery Taylor have joined Riedweg and together have developed an even broader range of fashion for retail store buyers than in years past. This collective of over 12 designers establish their individuality and share a common philosophy: authenticity which is the basis of Thenticau's name.

Along with these established designers, Thenticau will feature an incubator room for emerging designers already showing promise to their trade. Therefore it is not surprising the 2012 show will be a breakthrough countering the sea of sameness flooding the world. Thenticau hopes to give retailers a chance to replenish and fulfill the spirit of their customers with beautiful products: outerwear, clothing and accessories including jewelry, handbags and totes, scarves and wraps or unique fragrances and even hand blown glass.

The location of the Meatpacking District with its vibrancy, unique identity and confidence is fitting for this showcase of designers. In the past year the elevated park, The High Line, opened its second segment to the public and brought record numbers of New Yorkers and visitors to the area.

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The Chelsea Market, home to the TV Food Network, and surrounding showrooms, shops and restaurants are thriving on the new energy. The Meatpacking District, SOHO and neighboring areas have become a Manhattan destination for buyers who want new inspiration.

ABOUT t h e n t i c a u

Thenticau is a designer trade show collective founded in 2010.

Each creator's craft is about excellence, integrity and authenticity. Join Thenticau for a two-day showcase February 20th and 21st from 10 AM to 7 PM at the Gansevoort Hotel, 18 Ninth Avenue at 13th Street, New York City. The show will reveal the artful technique of each designer's work, primarily made in the Americas and produced by hand.

For more information, contact: Claire Brosman.

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