

World's Leading Jewelry Licensor to Create Must-Have Accessories for Rocawear

From the playful, swiny shapes of the Empress line to the clean pastels of the Roc collection, LDI will offer the perfect accents for the sharp urban dresser

LOS ANGELES, Calif. /Send2Press Newswire/ – Lucas Design International (www.lucas-design.com), the worlds leading accessories licensing company, has partnered with Rocawear to elevate the premiere streetwear label to the next echelon in fashion.



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Photo Caption: Lucas Design to unveil Rocawear Jewelry and Key Chains

"In our quest to secure a jewelry partner we wanted to find a company that could not only be consistent with the fashion aesthetic of Rocawear but also provide the quality and distribution that is synonymous with the Rocawear brand," says Denise Grande, Vice President of Licensing, who negotiated the exclusive 4-year contract with Heather Santana, Vice President of Development for LDI.

"We were looking to target new markets and Rocawear seemed like a perfect fit," says Heather Santana. "We're excited about this diverse new line,

especially given Rocawear's prominent reputation in the fashion apparel market."

LDI will design and produce a series of bold, sophisticated and instantly timeless collections of jewelry, key chains, cufflinks and other must-haves for the Rocawear label.

"The line is diverse going from the clean cuts and pastel colors of the Roc collection to the exotic shapes of the Roc Empress group. All in all they will achieve a single purpose – to provide our savvy, fashion-forward customer with just the right piece of jewelry – or two, or three," says Rachel Roy, Vice President of Design.

The key collection, entitled Roc, Roc Empress and Elegant, is set to debut in August at the MAGIC fashion trade show in Las Vegas:

Two separate men's lines – one focusing on cufflinks and other essentials, the other set to dazzle in elements of onyx, lapis and steel – are also planned.

Lucas Design International, Inc. licenses Playboy, Pamela Anderson, Psychic Girl Possession Protectors, Third Rail jewelry and accessories worldwide.

For more information about Lucas Design, visit www.lucas-design.com.

For more information about Rocawear, visit www.rocawear.com.

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