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Rahe Lynne Collection's Seasonless Knits Featured in Solo Trunkshow

*First Anniversary Celebration to be held in
Conjunction with trunkshow July 19 – 29, 2006*

Charlotte, NC - Rahe Lynne, the exclusive designer label collection of Rahe Lynne Clothier, will celebrate its first anniversary with a solo showcase of its new designs. The event will be held at the by-appointment boutique's South End showroom, July 19 through July 29, 2006. In addition to the private showings, the boutique will host an anniversary celebration on Thursday, July 27, 2006.

The Rahe Lynne line was developed last year by owner Lynne Byrd and co-designer Sandra Lewis to fill a need for high end, travel ready, professional clothing for their clients. By allowing clients to choose their preferred color, style and yarn blend from an extensive palette, the private clothier has filled a niche with a unique and customizable collection that is both comfortable and professional. "The timeless knits are a favorite of our clients because they look fabulous and are very easy to wear," states Byrd. "They integrate well with other wardrobe items and the knits travel well for a virtually wrinkle-free professional look."

The exclusive designer label has proven to be very popular with clients. As a result, Byrd is expanding the collection to include fine cashmere as well as adding more knitters. The knitwear, made of various yarn blends, can be made at different fabric weights and therefore, enjoy a seasonless as well as timeless appeal. This flexibility, coupled with the clients ability to specify her preferred colors and styles accounts for the success of the line. "When we launched our designer label last year, we expected modest growth," reflects Byrd. "Thus far it has exceeded those modest expectations and we are delighted with the reception from our existing clients as well as our growing base of new clients."

Established in 1998, Rahe Lynne Clothier is a by-appointment-only boutique, presenting a New York-style showroom in the heart of the historic South End in Charlotte, North Carolina. The boutique brings the latest in fashion for business, evening, resort wear, and accessories from all over the world. Many of the lines featured by Rahe Lynne Clothier are exclusive, offering the ability to customize orders in fabric and accoutrements for clients. Additionally, the showroom offers a large selection of styles ranging from petites through plus sizes. Rahe Lynne showcases its latest discoveries at multiple private showings throughout the year. At hours convenient to clients, Rahe Lynne provides one-on-one attention, wardrobe analysis, pick up and delivery. As an added benefit, Rahe Lynne keeps detailed client records, which facilitates wardrobe building from season to season. Offering the best in style and personal service, the retailer is often asked by clients to seek out unique items especially for them. Lynne Byrd, a native Charlottean, currently resides in Concord, NC.

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