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**High Roller Life Magazine seeks out Rahe Lynne Clothier
to help bring attire to "Elite Fashion for Rare Collectibles" feature**

*\$1,098 jacket proves perfect complement
to \$70,000 custom- built motorcycle*

Charlotte, NC – When High Roller Magazine, a publication dedicated to paying tribute to affluent lifestyles and indispensable knowledge of the gaming industry, decided to do a feature fashion spread using rare collectibles as the ultimate backdrops for their February/March issue, Art Director, Andréa DiSanto immediately thought of contacting Lynne Byrd of Rahe Lynne Clothier to help with the fashion attire for the spread. "Seeing the feature about her boutique in Southern Living, combined with praise from many of her clients I have encountered, was what prompted me to think of her for helping me with this assignment," stated DiSanto. "We wanted to present the female models as empowered, independent, self-assured women who are also comfortable with their femininity. Lynne and her boutique are the embodiment of the spirit of this concept, so I knew she could help us."

One of the shots in the magazine features a \$70,000 one-of-a-kind motorcycle custom built for a high roller client out of California by the Chopp Shop out of Mooresville, NC, which only produces six custom bikes per year. The model featured with the bike is profiled on the magazine's online edition wearing a Lafayette 148 gold suede jacket with metal studs, beads and tucking detail supplied by Rahe Lynne Clothier. The magazine also mentions the jacket in its issue spread. The jacket retails for \$1,098 and was shipped overnight direct from the designer for the photo shoot. According to DiSanto, this particular scene shows "the free-spirited contemporary side of a women who owns the moment and knows how to draw attention to those in her presence."

"Lynne was absolutely dedicated to helping me find the right pieces under impossible deadlines," said DiSanto. "It is no wonder her boutique has such a highly regarded reputation. She has a special gift for knowing and understanding what clients want whether the goal is drop-dead gorgeous or professionally sublime."

High Roller Magazine was launched in 2005 as a bi-monthly publication and has already garnered national distribution including an unexpected Charlotte following, according to DiSanto. "And it is not just men who are picking up the magazine, women are becoming subscribers, too," confirms DiSanto. Other rare

collectibles featured in the spread include a 1941 Boeing Stearman N2S bi-plane, a 1937 Auburn automobile, and a Maas Yacht. The current February/March issue of High Roller Life Magazine can be found locally at Barnes & Nobles and Books-A-Million stores.

Established in 1998, Rahe Lynne Clothier is a by-appointment 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. Rahe Lynne showcases its latest discoveries at six 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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Photo of Lynne Byrd – use recent photo placed on file.

Photo of Model with Chopp Shop Bike – Available – Photo credit: Brad Patton