

# AUTO - MOBI . i n f o

---

March 10, 2011

---

## **DANASHA LUXURY UNVEILS TWO PIECES AT MIAMI BEACH INTERNATIONAL FASHION WEEK**

Sobol-Perry Fashion Productions, Inc. celebrates the conclusion of the 13th annual Miami Beach International Fashion Week held at the Miami Beach Convention Center. During the past 13 years, the event has evolved into one of the world's premier fashion events spotlighting designers from all over the world. This year they welcomed back Danasha Luxury of Lebanon for the unveiling of two extravagant pieces from their Butterfly Collection.

Pupa and Eyespots were revealed on the runway during Miami Beach International Fashion Week. This decadent line showcased over 50 carats in diamonds embedded into the collection ranging in price from \$30,000 to \$50,000 USD and complemented with their own line of jewelry, as well as their heels of choice being Louboutin, which received the Danasha Luxury treatment of diamonds and gold. Danasha Luxury is targeting an elite market that seeks highly exclusive and personalized couture. As the two models walked the runway, LED video cameras highlighted on the screen the diamond pieces for the audience.

Danasha Luxury's collections are created from the most precious materials, while adopting the finest production methods in order to share a vision and a one of a kind value. The collection has taken on many different forms, as well as the imagination of several different designers in order to meet the current trends of the fashion industry.

"The unveiling of these two opulent pieces was a special moments for us," says Abdallah Ezzeddine, CEO of Danasha Luxury. "We did not allow anyone to see these specific pieces until the evening of the show and were very pleased with the audience's reaction to our one of a kind collection."

About Miami Beach International Fashion Week:

Beth Sobol, president and founder of Sobol-Perry Fashion Productions, Inc., founded Miami Beach Fashion Week® in 1999 following a successful career as an international fashion model. She has worked with some of the fashion world's most influential designers and producers to launch Miami Beach International Fashion Week and provide a platform for designers from all over the world to gain global exposure. In 2010, Aaron Perry joined forces with Beth Sobol as managing partner. Aaron's focus is the development of strategic business partnerships and a global expansion of the Miami Beach International Fashion Week brand. He is currently spearheading efforts to add a trade show component to the 2012 Miami Beach International Fashion Week [scheduled](#) as well as other new shows and product lines associated with the brand.

During the past 13 years, Miami Beach International Fashion Week has evolved into one of the world's premier fashion events spotlighting designers from Europe, USA Canada, the Caribbean, Middle East and Asia, as well as the largest showcase of Latin American design talent in the United States.

CONTACT:

Rachel Levy

Levy Communications

305.592.5389

[rachel@levyad.com](mailto:rachel@levyad.com)