



M O N T C H A R L E S  
D E M O N A C O

## Monte Carlo Legend Evoked by New Luxury Fashion Brand

Mont Charles de Monaco, a new fashion brand founded in Monte Carlo, has indicated plans for an official launch in May 2008. The brand, which is set to appeal to the highest end of the luxury fashion market, will debut with a collection of precious ladies' evening clutch handbags, and elegant day bags.

Mont Charles de Monaco is one of the first high fashion labels to come from the Principality of Monaco, a tiny Mediterranean nation made internationally famous by Grace Kelly and the Monaco Grand Prix.

The name "Mont Charles" is inspired by Monaco's Prince Charles III, who founded the glamorous Monte Carlo district in the mid-19th century. Mont Charles is the French translation of Monte Carlo.

In 1861 Prince Charles III of Monaco transformed the little state from one of the poorest in Europe to a prosperous paradise in little more than five years, and named the area Monte Carlo, Italian for Mont Charles, on account of refined early visitors from Italy. This veritable "fairytale" is the inspiration behind the label.

"The brand is strongly inspired by the heritage and tradition of Monaco", remarked John Mclean, the company's founder and CEO. "The Principality is synonymous with style and sophistication, a reputation that everyone involved is deeply passionate about. These qualities will be echoed throughout all of our collections."

Mont Charles de Monaco's first collection, due to launch in late May, will be a glamorous set of ladies' evening bags, and opulent day bags. Numerous design elements will feature eminent symbols of the Principality, such as the regal diamond, a trait of Monaco's coat of arms that has influenced the Mont Charles de Monaco logo.

Targeting the highest end of the market, the brand wishes to eventually encompass men's and women's clothing and accessories. Its designers and manufacturing workshop, both Italian, are of "the very highest standards attainable", according to Mclean, indicating the brand's "high fashion" intentions. This is supported by the appointment of world famous Italian designer Alessandro Oteri, who accepted the position as the company's Creative Director.

A high-profile launch event, inspired by traditional Monegasque style, is expected to take place in Monte Carlo in May.

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### **Yesterday's Glorious Dream, Today's Glamorous Reality**

During the mid 19<sup>th</sup> century, the Principality of Monaco was one of Europe's poorest nations. In 1861 the ruling prince, His Serene Highness Prince Charles III, created an ambitious plan to revive his country's fortunes.

Within just a few years, under his meticulous guidance and blessed by his passion for success, Monaco was remarkably transformed into the jewel of prosperity for which it is internationally admired today.

The visionary Prince pursued a magnificent dream, establishing an exclusive resort overlooking the warm Mediterranean Sea. With a splendid casino as its centrepiece, this area of Monaco was soon adorned with such lavish institutions as the Hotel de Paris and Hermitage, complemented by opulent residences and fashionable boutiques. Celebrity, nobility and royalty soon began to visit, and the tiny Principality became an enduring symbol of privilege and success.

On its completion in 1866, one name considered for this prestigious district was Mont Charles, after the achievements of the visionary Prince Charles III. But, largely influenced by the arrival of stylish and refined visitors from Italy, it was the Italian translation of Mont Charles - Monte Carlo - which was given to this most exclusive area of Monaco.

Since then, Monte Carlo has remained a global icon of style and sophistication, epitomised by the enchanting era of Princess Grace.

Today, almost a century and a half after the dream was realised, the timeless elegance of the Principality is evoked through the exquisite collections of Mont Charles de Monaco.