

Luxury Fashion Brand, Mont Charles de Monaco, Set to Unveil Full Collection at Monte Carlo Catwalk Show

Mont Charles de Monaco, a premium fashion brand based in Monte Carlo, will hold a fashion show on the evening of September 16th at the prestigious Villa Sauber, National Museum of Monaco.

The brand will present its Autumn/Winter 2008/9 collection of exquisite ladies' day bags and opulent evening clutches.

The brand, one of the first luxury fashion labels to come from the glamorous Principality of Monaco, will hold the catwalk show in collaboration with Monte Carlo based haute couture designer Elizabeth Wessel. With the theme "Le Temps de la Séduction", the fashion show will take place under the patronage of HSH Princess Stephanie. Proceeds from the evening will go to local charity "Fight Aids Monaco", giving those in attendance the opportunity to benefit a good cause.

Totally hand crafted in satins, leathers and exotic skins, the brand's "*Lady Collection*" encompasses thirty day and evening bags. Renowned Italian designer, Alessandro Oteri, drew inspiration from various facets of the Principality of Monaco – colours, events and historical occasions – evoking the glamorous Monte Carlo lifestyle which is so revered around the world.

After the fashion show itself, which begins at 7:30pm, guests will enjoy a garden cocktail reception in the magnificent grounds of the Villa Sauber. Those wishing to obtain places for this special event are asked to contact Mont Charles de Monaco directly, by emailing info@montcharles.com or telephoning +377 97 70 38 68.

About the brand

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 Princess Grace 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 into 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.

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