

FOR IMMEDIATE RELEASE:

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Tuccori Fashion Label Launching March 9, 2008

(Los Angeles, CA - Feb 2008) – Lauren Palys (F.I.D.M. '07) will launch her fashion label, *Tuccori*, and its Fall 2008 Collection on March 9, 2008, at the Hotel Sofitel in Los Angeles during the 'Handle With Care' charity event sponsored by Cedars-Sinai Medical Center.

Proceeds from the charity event and fashion show will benefit the nonprofit IU-Kenya Foundation, which directly treats patients with HIV/AIDS at its clinics in western Kenya.

Tuccori infuses its designs with daring sensuality and city sophistication for freethinking women. It specializes in evening wear that exhibits unadorned elegance. *Tuccori* gives women permission to live as they were intended: accountable only to themselves.

Jennifer Morrison (*Star Trek* and *House, M.D.*) and Leighton Meester (*Gossip Girl*) have recently worn *Tuccori* designs.

Tuccori Fashion Show

Fall 2008 Collection

Hotel Sofitel

8555 Beverly Blvd.

Los Angeles, CA

Sunday, March 9, 2008

7:30 - 10:30p

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For more information on the fashion show and charity (and ticket info), please contact the designer, Lauren Palys, at 310.913.3711, lauren@tuccori.com, or visit the sites below:

www.tuccori.com | myspace.com/laurentuccori | handlewithcare2008.org