

Standing Ovations for OmniaLuo in Bryant Park

Zheng Luo Brought Chinese Fashion to a New Level

SHENZHEN, China, Sept 15, 2008 /Xinhua-PRNewswire-FirstCall via COMTEX News Network/ -- OmniaLuo, Inc. (OTC Bulletin Board: OLOU; "OmniaLuo" or the "Company"), a China-based company engaged in the business of designing, developing, marketing and distributing fine women's apparel under the brand name OMNIALUO, completed its first fashion show in the United States on Friday, September 12 by presenting its Spring/Summer 2009 collection at the Mercedes-Benz New York Fashion Week.

The show, themed "Beauty Blossoms," comprised 30 exquisite looks from the Company's luxury line, and introduced a modern ethereal silhouette with subtle touches of Asia. Some of the accessories included elements from ethnic minorities in China, but overall the looks were crisp and modern. Zheng Luo, the chief designer of OmniaLuo, tailored the collection exclusively to suit a New York audience, creating practical, young and energetic pieces.

The collection was received with enthusiasm by international media. According to guardian.co.uk, Zheng Luo presents "an outfit to make you feel like a million dollars [...]."

The New York Fashion Week has been an excellent opportunity to showcase Zheng Luo's skill both in crafting couture and in creating wearer-friendly pieces, and to strengthen OMNIALUO's position as a premium brand. Even though the Company does not yet have a retail presence in the United States, it is planning to open a flagship store in a major city to build the brand and increase awareness of OmniaLuo in the international fashion community.

Increased international publicity will help OmniaLuo position itself in its main market, China. As the brand develops, it aims to become a significant alternative to established Western brands. The majority of the Company's apparel is in the mid- to high-end category and the Company's target consumers are urban affluent female professionals, a growing group with rapidly increasing disposable income.

"We are thrilled about the reception of our Spring/Summer 2009 collection at the show. The publicity has been vast and it seems that New Yorkers are genuinely interested in seeing what China's fashion industry has to offer on a more sophisticated level. China has now entered the era of design," said Ms. Zheng Luo, chief designer and CEO of OmniaLuo. "Participating in this prestigious event has polished our profile and will significantly increase our brand awareness in our main market in China."

About OmniaLuo, Inc.

OmniaLuo, Inc. (<http://www.omnialuo.com.cn>) based in China's fashion capital of Shenzhen, is in the business of designing, developing, marketing and distributing fine women's apparel under the brand name OMNIALUO. OMNIALUO's apparel embodies elegance, femininity and sophistication for China's rapidly growing class of urban and affluent female professionals. With its rapid and strategic expansion plan, OMNIALUO plans to increase its retail presence to more than 250 retail stores and distributor relationships by year end 2008. Under the leadership of Zheng Luo, the Company's founder and award winning chief designer, OMNIALUO is positioned to become a solid luxury brand in China.

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