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PRESS RELEASE & MEDIA INVITATION

**Ida Lundberg fashion show at Grand Hotel in presence of Mr Jimmy Choo OBE

In the first appearance in Sweden, Vanadis milano presents a ready-to-wear collection at 6pm on Thursday 31 of March 2011. The show will take place at the beautiful Spegelsalen, Grand Hotel Stockholm where cocktails canapés and
Malaysian Satay will be served. Carin da Silva will host the evening in the presence of legendary designer -Mr Jimmy Choo OBE. The show will be completed with a performance by singer Viktoria Tolstoy.**

Ida Lundberg is 25 years old and grew up in Gothenburg, Sweden. Ida has always been interested in art and design and started taking art classes from an early age. During high school her passion for design only grew stronger and in 2005 she moved to Italy.

**Vanadis milano by Ida**
Vanadis milano creator and designer Ida Lundberg is a fashion designer based in Milan. Ida attended universities in Florence and Milan where she specialized in fashion design. In 2009 Ida graduated from prestigious Instituto Marangoni and was immediately offered a position as a freelance designer. In the fall of 2010 Ida launched her own brand Vanadis milano.

Ida Lundberg has, in the spirit of the ancient Goddess Vanadis, created a beautiful and contemporary collection. Vanadis fuses classical elements with contemporary design, aspiring towards new movements and shapes. The essence of the brand is to complement a woman’s spirit by alluding to her appearance. Each piece is an individual entity with its own fluidity, its own energy that connects with the woman who wears it. Each design is based on principles meant to make women radiate with positivity, inspiring movement and flow.

**Invitation**In the presence of Mr. Jimmy Choo OBE, media are cordially invited to the Vanadis milano fashion show by Ida Lundberg on March 31 at 18:00, Grand Hotel,Spegelsalen

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