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For Immediate Release

DE*NADA 2011 AUTUMN/WINTER COLLECTION

October 10th, 2011 - (Washington, DC) De*Nada, an emerging accessories line specializing in handmade knits for women and men, has debuted its autumn and winter collection for 2011. Handcrafted in Perú, South America, this season's line includes ultra-soft, vegan-friendly scarves, gloves, and hats, while introducing new poncho and cape styles.

Inspired by the culture and the traditions of her Peruvian heritage, creator Virginia Blanca Arrisueño continues to work alongside skilled artisans in Perú to create De*Nada's growing collection and to ensure a fair work environment.

This autumn and winter line includes the popular Spiral Roped Scarf and Hooded Cowl in addition to new styles such as the Hooded Scarf Fringe, the Cape, the Cowl Poncho, and the Infinity Wave Scarf. With versatile styles and unique designs, De*Nada strives to offer timeless and high-quality merchandise, while introducing innovative ways on how to wear knit accessories.

The color palette for this collection includes earthy tones of beige, burgundy, and olive, in addition to the popular gray and black, all of which are ideal colors for autumn and winter. De*Nada's autumn and winter collection is currently available at select retailers worldwide and online at www.denadadesign.com

About De*Nada

De*Nada is an emerging accessories line, specializing in handmade knits for women and men. De*Nada is the vision of its founder, Virginia Blanca Arrisueño, who in spring 2005 sought to blend contemporary styles with ethnic elements to offer stylish yet high-quality merchandise. Inspired by the culture and the traditions of her Peruvian heritage, Arrisueño continually works alongside skilled artisans in Perú to create De*Nada's growing collection.