

RoZCoo

New York

Be yourself...be yourself in style

<http://www.rozcoo.com>

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***New Brand, RoZCoo, Offers Fashion Forward Affordable Luxury
Accessories While Staying 100% Animal Friendly***

NEW YORK, NY -- Following in the footsteps of Stella McCartney in the pursuit of style without cruelty, RoZCoo (pronounced Rosie Ku) is high fashion's newest 100% animal-friendly brand.

RoZCoo specializes in luxury yet affordable bags and accessories, with a current focus on yoga mat bags constructed from the highest quality faux crocodile and satin lining. With enough room your clothes, water bottle, towel, etc., classic style, RoZCoo provides the perfect balance of *convenience and luxury*. Whether chic or sporty, RoZCoo carries a yoga mat bag that is perfect for a wide range of tastes. Development of everyday men's and women's bags is underway and the products are scheduled to launch fall 2007.

RoZCoo products range in retail price from \$80 - \$95. Wholesale prices and ordering information are available upon request by emailing orders@rozcoo.com. Products are now available to the public for purchase at www.rozcoo.com.

For more information on RoZCoo, please visit www.rozcoo.com or email info@rozcoo.com.

RoZCoo was founded by Rosemary Ku, a vegetarian and long time practitioner of yoga. Rosemary is currently a medical student at Columbia University College of Physicians and Surgeons. Besides her science background, she has been working with fashion designers and stylists in NYC since 2004. While accepting that fashion will always include furs and animal skins but armed with a vision that living in style does not require sacrificing animals and millions of dollars, Rosemary aims to open the minds and hearts of the public.

If you would like more information or to schedule an interview with Rosemary Ku, please email publicity@rozcoo.com.