



# MARC BOUWER

Fashion Industry renegade, Marc Bower will show his Spring Summer 09 Collection in a 'virtual show'. The show will 'go live' on [marcbouwer.com](http://marcbouwer.com) at 12 noon on Monday September 8th and will run again on the half hour for the remainder of that day.

In a move that creates a paradigm shift in the way Fashion Shows are presented and perceived, Bower's move to the web proves that he is an industry pioneer and visionary. And, his actions are being viewed as courageous and valid in the current economic climate, where designers and retailers, large and small are looking for new and efficient ways to gain maximum exposure.

Always steering his business along the most environmentally and socially responsible path, Bower believes that a virtual show minimizes impact and waste. This echoes his promotion of high quality fake fur rather than animal fur – a case that he pioneered in the industry many years ago.





COLLECTION  
SKETCH

# BIO

As a child, Marc Bower was fascinated by the movies and the beautiful women of Hollywood. Little did he know that decades later, as a celebrated American couturier, his designs would set a thousand red carpet cameras flashing.

Shortly after arriving in NYC, he met fashion legend Halston. What happened next may have been Marc's own first Hollywood moment: "I think you got something, kid!" were the legend's memorable words after seeing Marc's portfolio. On cue, Halston offered him a job and the young designer's future began to unfold. Under Halston, Marc refined his skills, becoming a master draper. Draping soon became the hallmark of Bower's career—a distinction later dubbed "athletic glamour" by industry purveyors and international press.

Marc's innate sensibility, keen eye, and undeniable talent have landed him on the pages of revered international fashion publications and into the hearts of the world's most glamorous and watched women. In addition to a roster of celebrated runway reviews and feature articles, Marc Bower Couture has graced the cover of Harper's Bazaar, Oprah, Cosmopolitan, Instyle, Vanity Fair, Glamour and more.

The Marc Bower Couture collection is cut and made by hand, one to two pieces at a time. The extraordinary fabrics with which Marc creates his distinctive, form-fitting "bathing suit gowns" include uniquely modern combinations of sensuous jersey, cashmere, silk crepe, lace, and velvet with detailed beading. Marc has dubbed his designs "deceptively simple."

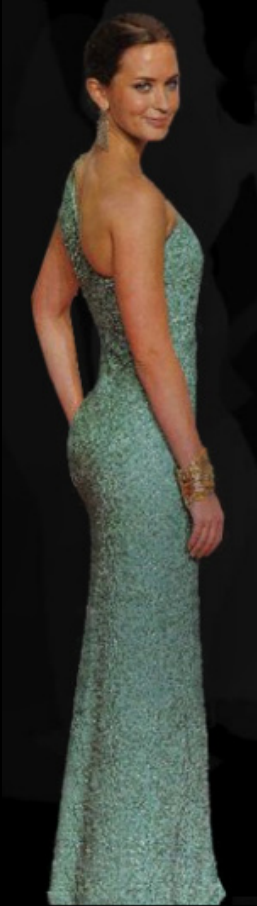
Bower is a man of principal with a rebel spirit and charismatic presence. In 2002, Marc made fashion history when he presented a collection made completely free of animal products. PETA sponsored the Mercedes Benz Fashion Week show and the recognition helped secure his cult following in politically correct Hollywood. Bower famously remarked, "Fur belongs on an animal, not on a hanger." A PETA Humanitarian Award soon followed as the designer's fans in each industry rallied behind his strong beliefs. Marc believes that "with the technology available today to create so many variations of fabric, it is just irresponsible to wear fur."

Long before red carpet dressing was a sport, Marc Bower attracted starlets the old fashioned way—he earned their respect with his unprecedented American design by draping fresh, sexy looks in technologically advanced fabrics.

Throughout his career, Marc has worked with a dream list of clientele, notables include Angelina Jolie, Angie Harmon, Beyonce Knowles, Charlize Theron, Emily Blunt, Eva Longoria, Halle Berry, Hayden Panettiere, Heidi Klum, Ivanka Trump, Jennifer Lopez, Julianne Moore, Mariah Carey, Nicolette Sheridan, Oprah Winfrey, Paris Hilton, Petra Nemcova, Portia Di Rossi, Sarah Jessica Parker, Sigourney Weaver, Shania Twain, Vanessa Hudgens, and many more.

Marc Bower Couture continues to deliver glamour and sophistication to the red carpet while redefining great American design.

# CELEBRITY SNAPSHOT



# CONTACT INFO

For further information, please contact:

Rose Swarbrick

Or

Saba Ebrahimi

**FACTORY PR**

212.941.7057

[rose@factorypr.com](mailto:rose@factorypr.com) / [saba@factorypr.com](mailto:saba@factorypr.com)