



## Introducing HUE's latest Guest Designer Collection

NEW YORK: February 3, 2009 – On the heels of successful collaborations with Tracy Reese and Tibi, HUE is launching its 2009 Guest Designer collection with fashion designer Trina Turk.

Known for her graphic prints and love of bold colors, Trina Turk is the ideal partner for HUE's latest collaboration. HUE created its guest designer program to bring legwear to a new level, as well as offer exclusivity within the legwear category, by combining the extraordinary talent of well-known designers with the technical expertise of HUE's design team.

With HUE a long-time fan of Trina Turk's bold, fresh prints and modern attitude, a collaboration with her was a natural fit. "I design clothing for a girl who is confident and bold," says Turk. "She is chic and never afraid to stand out in a crowd. I adore legwear and think tights are the perfect way to accessorize our dresses. Collaborating with HUE enables me to dress the Trina Turk girl in head-to-toe style!"

The HUE by Trina Turk Spring 2009 legwear collection is imbued with Trina Turk's modern spirit and inherently chic style. The tights are a perfect complement to Trina Turk's Spring 2009 ready-to-wear collection which takes inspiration from mid-century architecture and the neon palette of Miami Vice.

The limited edition Spring 2009 legwear line is comprised of two collections: **1) Colored Sheers** – ultra sheer control top offering a sheer color wash on the leg in neon shades of magenta and turquoise, as well as neutrals black, navy, and bronze. **2) Geometric Textures** – bold, geometric textured sheers in neon shades of turquoise, magenta, and day-glo pink, as well as neutrals black, navy, white and bronze. Styles include Trina Turk's signature Palm Springs Block, Diagonal Maze, Geometric Stripes, Linked Waves designs, and a Lace Geometric Openwork tight.

The HUE by Trina Turk Collection, complete with special designer-specific packaging, is available nationwide, exclusively at top department and specialty stores. The collection retails from \$18 for colored sheers to \$20 for textured sheers and openwork tights. Trina Turk is also designing a fall collection with HUE that will debut this February during Fall 2009 fashion week.

Celebrating the brand's 30<sup>th</sup> Anniversary this past year, HUE is the leading legwear brand in department stores with a 45% share of total market. With design offices and showroom in New York City, HUE is a division of Greensboro-based Kayser-Roth Corporation. For additional information, visit [www.hue.com](http://www.hue.com).

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