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by Elyse Glickman

Eva Varro International



Traveling in Style

You can tell by just looking at her collections during **Nathalie DuBois-Sissoko's gifting suites for the 2009 Emmys and the 2010 Golden Globes** that designer **Eva Varro** has a multi-faceted world view in her fashion design. On one hand, her prints represent aesthetic influences from all continents, while the fabrics they are printed on travel really well.

Varro, a graduate of the **Fashion Institute of Budapest-Hungary**, chiseled her talent working for a few leading fashion design companies in Hungary and Italy. In 2003, after a very successful relation with a Los Angeles-based fashion firm, Eva launched a signature line that became an overnight success. Thanks to that approach, you can find her name and fashion in stores all over US. Although she caters to numerous celebrities and takes an active part in beauty, fashion and charity events, such as those staged by Nathalie DuBois-Sissoko, her fashions are priced to appeal to every smart woman's pocketbook.

So what is that magical thing that sets Eva Varro apart from other competing lines aimed at the same savvy dresser, and in the same price range? Varro insists that it is a special type of stitch she developed especially for knit fabrics, which increases durability, eliminates tearing, and adds a **desirable "hand made" custom look** to the garment. The stitch stretches with the fabric: there are no "pulls" at the stitches in either relaxed or stretched state. The stitch is flat, does not protrude, is comfortable against the skin and is meant to withstand multiple washings—an important asset for the woman on the go. more careful approach at manufacturing it all pays off when the finished garment has a fuller and smoother stitch. It also minimizes the chances of the thread cutting into fabric.

Though Varro designs for function and manufactures in the U.S. (in a newly designed facility in Vernon, just outside Los Angeles), fashion is and has to be very much a part of the equation. **"Our customers must be prepared to accept compliments,"** Varro insists. "We hear again and again from our women customers that call in to thank us as their husband complimented them for the first time in years, or the jealous remarks at the "girls night out" from friends wearing extremely expensive clothes and getting half the attention. A woman gains self confidence and a specific aura when her clothes are wonderfully crafted, she knows that everything fits perfectly and the sensation of freedom ensues."

Prices range from \$100 - \$200 and are available in Los Angeles at stores such as **Bloomingdale's, Nordstrom** with a flagship store opening at **Santa Monica Place** in the

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