

For Immediate Release

Rising Star, West African fashion designer, Toju Foyeh debuts her spring 2012 collection during Fashion Week New York

Toju Foyeh unveils her collection in collaboration with HVS by Bukola Are (House of Versatile Styles) at New York Fashion Week on September 16, 7 pm at 320 Studio

Lagos, Nigeria (September 2011) — New York Fashion week is here, and rising star designer Toju Foyeh is unveiling her new collection for the first time in North America during New York Fashion Week. She will be debuting the new collection with budding designer HVS by Bukola Are (House of Versatile Style) during New York Fashion Week at 320 Studio, 320 West 37th St 14th Floor, NY, NY 10018 7 pm. Her stunning new collection for Spring/Summer 2012; highlights her signature cocktail and evening dresses that are bold, sexy and elegant.

The spring collection is dramatic, bold and ambitious with the use of lace, silk, chiffon and enduring damask. The collection offers classic yet trendy romantic dresses that allow for easy fittings and flattering cuts for the ideal cocktail dress, or evening gowns that look and feel luxurious to any woman. The Toju Foyeh spring collection can be purchased exclusively online at www.tojufoyeh.com beginning October 31, 2011, offering well tailored one of a kind fashion for the modern jet setting fashionista.

Toju Foyeh launched her first full collection in 2010 in Lagos, Nigeria at the notable Arise Fashion Week and Music Meets Runway 2011 in Lagos, Nigeria and has since gained notoriety as a young fresh designer to look out for in Africa. The collection has been worn by a few West African celebrities including - R & B artist Tiwa Savage, Chidynma, Waje Seyi Shay, Oreka Godis, Vonne Vixen, International presenters Dolapo Oni and Eku Edewor with studio 53 extra. Toju Foyeh has also been featured in Bellanaija, Thisday Newspaper in June 2011, where she used the company's newspapers to design 2 dresses that made the cover story, Genevieve magazine (Anniversary Issue February 2011), Wow magazine cover featuring Tiwa Savage, (January 2011), FAB magazine U.K, West Africa and more

"The inspiration for this collection is truly from the core of who I am, and I could only imagine launching it in one of the Worlds fashion capitals; New York city. I can absolutely picture my collection on any woman who truly appreciates fashion and its classic glamour." - Toluwalaju Olowofoyeku, Designer *Toju Foyeh*

Whether it is a cocktail party, a red carpet or gala event, Toju Foyeh has a dress to suit every woman's glamorous occasion, and is one of the most refreshing young fashion designers to emerge from West Africa. The Toju Foyeh spring collection debuting during New York fashion Week is sponsored in part by Jidz, Fola Photography and Celebrity Chitt. Toju Foyeh is now represented by international fashion pr company ICY Public Relations.

About Designer Toluwalaju Olowofoyeku

Fashion Designer Toluwalaju Olowofoyeku is the owner and head designer for Toju Foyeh. The new choice for elegant and glamorous cocktail and evening dresses, Toju Foyeh launched her first collection in Lagos, Nigeria at Arise Fashion Week in December 2010 and has since then styled magazine covers including; Thisday, WoW, FAB magazine, A-list West African celebrities and more. A graduate of Istituto Marangoni Milan, Italy with a diploma in Fashion Design, Toluwalaju also holds a Bachelors of Law (LLB) degree from the University of Reading, England, a Masters in Intellectual Property Law (LLM) from the University of Manchester and is a Barrister at Law (BL) (pending). Her desire to be in the fashion industry began at a very early age as she was surrounded by her stylish fashion conscious family, and many seamstresses. Growing up Toluwalaju was inspired by Elie Saab, Valetino, Alexander Mcqueen, Armani, Deola Sagoe, Bunmi Koko. Her innate ability to study trends and then develop a unique trend of her own is what sets her apart. Toluwalaju's goals include opening a flag ship store in Lagos, New York and London with a roster of A-list celebrities around the world as her clients. Toluwalaju Olowofoyeku's collaboration with HVS by Bukola Are for this New York Fashion Week event is a perfect match for both young designers.

About House of Versatile Styles

House of Versatile Styles (HVS) is inspired by various cities and the travels of Bukola Are. The HVS Collection includes the finest fabrics from around the globe influenced by American, African and European cultures. The HVS collection is for the modern day fashionista; classic yet chic with the use of fabrics ranging from satin lame, ankara, sequene and silk. Well tailored and contemporary, Bukola's designs style up the modern day fashionista in top quality fashion, with a flair for the classics. Daring hemlines, plunging necklines, and the use of sequences characterize her women's wear. For more information on HVS by Bukola Are, please visit HVS online at www.houseofversatilestyles.com.

For press credentials to attend the September 16, 2011 fashion week event at 320 Studio, 320 West 37th St 14th Floor, NY, NY 10018 7 pm, (The 4,000 sq. ft loft at 320 Studio has hosted top brands such as MTV, HBO, American Express, Puma, Wendy Williams, Sport Illustrated, Disney and more.) or more information/press material on Toju Foyeh and HVS by Bukola Are, please contact us at info@icypr.com