

For Immediate Release

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Rebecca Bruce Debuts Couture Gowns at Bently Holdings' "Spring Into Fall Couture Fashion" Show

San Francisco, Calif., March 9, 2011 – Seven one-of-a-kind gowns created by Mill Valley designer Rebecca Bruce make their debut on the runway of the "Spring Into Fall Couture Fashion" Show being held Friday, March 11 at the Bently Reserve in San Francisco.

Bruce channels her personal experiences to create gowns as "Emotional Archetypes", designs born from the synthesis of raw emotions resulting in a dynamically original, dramatic and multilayered creation with an embedded message. Gowns to be featured at the show include: "Boundaries", "Catharsis", "Contortion", "Juxtaposition", "Clarity", "Impact", "Reconstruction" and "Release."

Utilizing a diverse range of vintage fabrics and repurposed materials as an initial canvas, Bruce adds layers, torn strips, stretch leather, chains, feathers and other adornments that are emblematic of the complexities of life. The gowns will be accompanied by Bruce's signature wraps and jackets, and will be offered for sale at the "Spring into Fall Couture Fashion" show's conclusion.

"I have an intimate relationship with these gowns and I'm hoping that they will speak to people who need the feeling they provide," says Rebecca Bruce. "The wearer might not know really what I've poured into this creation, but they might feel it, it might resonate, the beauty and depth of its being might resonate."

About Rebecca Bruce

Rebecca Bruce has dazzled fashion connoisseurs since 1986 with her acclaimed ready-to-wear collections from the Bekke, innovative essentials line and the Rebecca Bruce signature collection. Hallmark designs of Bekke include elegantly ruched and wrapped skirts and sweaters in luxurious, wearable knits. The Rebecca Bruce signature collection was introduced in 2000. Pieces running the gamut from polished to avant-garde are created in imported fabrics including embroidered nylon net, knit mohair, cashmere, or hand agitated wool.

Rebecca draws upon these works for her newest collection of timeless, one-of-a-kind gowns that infuse elegance with a theatrical edge. Her evocative artistry shines through each piece, hand crafted using draping techniques, repurposed

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vintage materials and unexpected adornments to create a one-of-a-kind experience journeying into a new realm of self-expression.

Rebecca's work has been showcased in film, on CNN, at SFMOMA's ModernArt Ball and California's Top Ten Designers Fusion Show in L.A. Including publications W, Essence, Elle, and The San Francisco Chronicle. For more information, visit www.rebeccabruce.com.