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ANNUAL BAL DES ARTS *The Glory of Genius* SATURDAY, FEBRUARY 3, 2007 AT THE BREAKERS



THE FASHIONABLES

A new collection of imported luxury sportswear, **Amanda Adams Couture**, was recently introduced to an enthusiastic audience at The Mar-a-Lago Club. Exquisitely hand-beaded, the denim line includes jeans, jackets, tops and long skirts embellished with crystals, adorned with embroidered lace or distinctively patterned. The denim is represented in dark washed, slightly distressed and stretch styles. The Amanda Adams collection was featured along with St. John's Resort Wear in the opening members luncheon and fashion show kicking off the season.

Popula Palm Beach business woman, charity volunteer and fundraiser **Wendy Roberts** started Amanda Adams Couture just 18 months ago. Roberts, who was adopted as a child, used her birth name for her collection which includes more than 20 styles of jeans. "I have always had a passion for design and realized an opportunity to fill a niche in high-end, luxury denim fashion, said Roberts. "This is an absolute dream come true" she added.

Amanda Adams Couture is available exclusively at **John DeMedeiros International Boutique** in Palm Beach, select boutiques across the country and showrooms in Atlanta and New York. DeMedeiros, enthusiastic about the line, pointed out "there are a lot of embellished jeans out there, but they are not as well done or creative as hers." The next step, international distribution, has already begun with representation in showrooms in Milan, France, Belgium, Monaco and Dubai.

On Friday, March 2, the opening night of *Fashion Week*, Amanda Adams Couture will be showcased during the runway fashion show, along with **The Donald J. Trump Signature Collection** and many more fashion designers. The fashion extravaganza, to be held at The Mar-a-Lago Club, is by invitation only and will benefit the programs and services of **Alzheimer's Community Care**.

Info: 561.750.8171.



Wendy Roberts (seated) and models