



Return of the Grand Dame

Irene Marie returns to the fashion world, debuts her 2011 Angel Bag line at Miami Swim Week

Miami Beach, FL – July 12, 2010 – Irene Marie, the ‘Grand Dame of Modeling’ announced today that she will be making her return to the fashion world spotlight during the Mercedes-Benz Fashion Week Swim, July 15 through July 19, 2010. Irene will debut the 2011 collection of her divinely inspired hand bags Sunday, July 18 at the highly anticipated Red Carter show.

“The story of the Angel Bag, much like the story of my life, is based on hard work, a bit of luck, a bit faith and a lot of fun!” says Irene. Each bag is hand crafted for buyers with a unique combination of feathers, handles and sizes. According to Irene, the bags radiate specific energy via the various colors of the plumage. Handles vary from jeweled fabric, to retro Lucite, modified jewelry and semi precious gem stones.

Irene will be front row as Angel Bags by Irene Marie make their runway debut Sunday July 18, 2010 at the Red Carter show taking place from 6-8pm at the Bass Museum, 2121 Park Avenue. The show, styled by celebrity stylist Danny Santiago, is considered one of the highlights of Swim Week programming.

For press inquiries please contact Irene at Irene@irenemarie.com or (305)674-0320. For more information on Angel Bags by Irene Marie, visit www.irenemarie.com.

About Irene Marie

If South Beach had a walk of fame, Irene Marie's star would be front and center. As founder of Irene Marie Management Group, Irene is regarded as an icon in South Florida, credited with spearheading the modeling scene in the region. In 1989, Irene realized Miami Beach's potential as a fashion production super power (unpopulated beaches, vibrant colors, unique lighting). She moved her agency to its landmark location in South Beach to better serve the demand of her European clients who were interested in the area's dichotomy of Art Deco architecture and South Florida beaches. Irene was one of the first real estate investors in South Beach to purchase and renovate an original ocean front building. She relocated her agency to the former Sunray Apartments (made famous by the chainsaw scene in the movie Scarface) located at 728 Ocean Drive. Driven by the Agency's forte in developing new and undiscovered talent (such as Niki Taylor, David Fumero, Cindy Taylor and Amber Smith) the Irene Marie Management Group gave birth to and later invigorated the once nonexistent modeling scene in Florida. The City of Miami Beach credits Irene with reshaping the image of South Beach from its previous dark and dangerous Miami Vice image, to its current chic and fashion forward identity. In 2006 Irene Marie along with MTV launched *8th & Ocean*, a television series chronicling the lives of models and staff at the Irene Marie Modeling agency. The exposure garnered by the television series allowed fans across the globe to rediscover the beauty of South Beach. In 2009, after 25 years of service to her industry and city, Irene decided to retire from the agency and focus her unparalleled knowledge of local business development and luxury brand integration to assist foreign and US companies in their transition to the ocean-side paradise of Miami Beach. In 2010 Irene launched her first official fashion line with the debut of the divinely inspired Angel Bags by Irene Marie.