

LISA BATTAGLIA

Part Catalog, Part Social Network Site, Milliner Lisa Battaglia Launches Namesake Website with Sp/Su '09 Collection

Showcasing each hat with one click and turn of a brim.

New York, NY (November 19, 2008) - - Milliner, Lisa Battaglia, announces the launch of her new namesake website at www.LisaBattaglia.com. With her steadfast dedication to the craft and her innate, artistic vision, Lisa's hand-sculpted hats for men and women are 'wearable works of art' that can now be seen with just one click. Part catalog, part social network site, visitors can email their favorites to friends, save them or post them on Facebook, Digg or the like. In today's fast fashion environment, the sites ease of use and flexibility is not only a benefit to the consumer who wants to shop by theme or collection, guests can share and offer each other feedback in minutes. Complete with multiple views, each hat can be seen from all angles on models to enable the consumer to see what the hat will look like in its entirety so there is no room for guessing. The site which will go live November 20th was created in New York City by Thinkso Creative.

"Lisa's modern, architectural aesthetic provides a backdrop against which her colorful, dramatic creations pop," says Amanda Lee Neville, a partner at Thinkso Creative, the design and branding agency for Lisa Battaglia.

Available online or at such prestigious retailers as Malia Mills, Charles Nolan and Eve Bari in New York City, Lisa Battaglia Hats range in price starting at \$100. Custom hats require 4-6 weeks to design and construct. Costs will vary depending on the hat's complexity, size and material. A deposit is required before work can begin.

ABOUT SPRING/SUMMER 2009 COLLECTION

Vintage or ephemeral, dreamlike or anarchist, original or romantic, Lisa Battaglia hats have the persona men and women are looking for. Never one dimensional, each Lisa Battaglia hat can be shaped, molded, flipped or folded to suit your persona du jour. Beach comber, garden party, cocktails or shopping - no matter the destination or task each style compliments the personality. Look to Sunbrero's with cross hatching, a Sun Goddess floppy, Paper Girl, Pedal Pusher and Poboy's to take the lead. Choose the Saratoga, White Wedding hat or Beach Cloche for a Spring or Summer affair or union. Sheer ribbon wrapped in wooden buckles or a variety of flower accents flourish as roses, tiger lilies and orchids are placed with a purpose. Braiding and cording detail add a more modern touch as in the Mariner, Luke or Country Gentleman. Color dominates the scene as the weather breaks and pale bleached colors juxtapose the youthful freshness of warmer earth tones in Terracotta, Sunburst, Moss or Lime Green, Antique Gold, Pale Ivory, Natural, Navy and Chocolate, to name a few.