



FOR IMMEDIATE RELEASE

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**Celebrate SOL's 10th Anniversary
with Special Guest Josie Natori**

Denver, CO - When SOL opened its doors ten years ago in Cherry Creek North, few would have predicted that a store in Denver would become one of the top specialty lingerie stores in the nation. Few would have thought SOL's co-owner Cindy Johnson would be on the Weekend TODAY show spreading her message of bra fitting to millions of people around the country. No one could have known that ten years later, tens of thousands of Denver women would have experienced the fun and life changing experience of having a bra fitting at SOL.

Celebrate with us during our signature event on Friday, October 12th from 6-8pm, and meet designer **Josie Natori** in an exclusive Denver appearance at SOL. This will be her first ever private appearance at a specialty store. Natori (www.Natori.com) is celebrating their 30th anniversary this year and the SOL event will also coincide as the inaugural book signing for Josie Natori's soon-to-be published book "The Art of Natori."

The new Josie Natori Couture Collection is the ultimate expression of the Natori aesthetic. In this Collection, luxury is indulged, mystery is revealed, details refined. Sophisticated cuts, exotic influences and superb craftsmanship are the rule. Select items from the collection will be available at SOL.

Founded in 1997 by two sisters, Cindy Johnson and Jeanie Peterson, and located in Denver's prestigious Cherry Creek North shopping district, SOL is one of the cornerstones of the area's independently owned boutiques and offers an exquisite collection of lingerie including pajamas, loungewear, robes, camisoles, bras and panties. SOL designers include Hanky Panky, Marie Jo, Prima Donna, Natori, Fernando Sanchez as well as other distinctive pieces designed exclusively for SOL. Open Monday through Saturday, 10AM to 6PM. Shop online at www.SOLLingerie.com or call 1-800-466-1356.

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