

Announcing Historic Pas de Deux between **WRAPHABILLEMENT** and The Royal Danish Ballet



Designer Elizabeth Roberts & RDB Artistic Director Nikolaj Hübbe Photo © Costin Radu

Pacific Northwest Designer Debuts Protective Outerwear Collection Chosen as Official Outerwear Provider for The Royal Danish Ballet

Seattle, WA and Copenhagen, Denmark - October 11, 2011 – Fashion designer and entrepreneur Elizabeth Roberts has launched **WRAPHABILLEMENT**, a new outerwear brand created by the designer for today's woman-on-the-go. Synthesizing Pacific Northwest technology and chic outerwear infused with international aesthetics combining career and art, **WRAPHABILLEMENT** is proud to debut its inaugural collection with The Royal Danish Ballet (RDB) and has been selected as the official outerwear provider for this world-class company. **WRAPHABILLEMENT** is pleased to partner with the American Friends of The Royal Danish Ballet in this creative endeavor. Starting this month, this inspired line of jackets and coats will be introduced to the US retail market through Trunk shows in Seattle, Chicago and San Francisco and online at www.wraphabillement.com.

Drawing upon the best fabric inputs, and utilizing an innovative, patent-pending **SMARTSHIELD™** pocket system, which decreases Cell Phone Specific Absorption Rates (SAR) by more than 95%, **WRAPHABILLEMENT** creates the essential balance between vogue and function. The **SMARTSHIELD™** pocket system, which protects the wearer from the invisible but real dangers of the electromagnetic frequencies and microwaves of her cell phone, allows the wearer to stay connected worry free while carrying her cell phone in her pocket. Offering style and performance, Roberts' designs are practical enough for walking the kids to school yet elegant enough for a glittering evening in any world capital.

“I was inspired to fuse fashion and function in outerwear to protect against both natural elements and those amplified by man and technology as I continually read reports documenting the very real dangers of having cell phones so close to your body,” says designer Roberts. “With the **SMARTSHIELD™** pocket system I developed, the wearer can be continuously connected while protected from her cellular phone’s electromagnetic frequency and microwaves.”

“Great ties of invention and inspiration have united Denmark and the U.S. throughout the 20th century. Design and dance are two areas where we have always excelled and been forward-looking. Working together we have touched the world in wonderful ways,” says Nikolaj Hübbe, Artistic Director of The Royal Danish Ballet, “in this century, Seattle is the international crossroads where technological breakthroughs, original thinking, and far-reaching solutions emerge almost daily. Today, America and Denmark are focused on how we can preserve the environment and keep the earth and mankind safe. Beauty, form and performance standards are intrinsic to ballet. Good design in every aspect of life elevates and brings out the best in all of us. I am amazed and thrilled at how working with **WRAPHABILLEMENT** builds on these interests. I look forward to working with Elizabeth and seeing the dancers in her designs.”



Synthesizing extremes of weather and performance with couture details, **WRAPHABILLEMENT** is evolving a new standard of outerwear. The brand is seen as an innovator in the “luxe-performance” category, balancing the needs of an athlete with the 21st century woman managing many diverse roles.

*Photo © Costin Radu;
Roberts and RDB Dancers*

Key Features of **WRAPHABILLEMENT** include:

- **SMARTSHIELD™** - an embedded patent-pending pocket system reduces cell phone EMF & microwaves, without limiting transmission or receipt of data and phone calls.
- *Forearm Pocket* - carry the essentials discretely without having to carry a handbag.
- *Mitts* – sewn into the jacket; reflective fabric ensures visibility and keeps hands warm.
- *Hood* – Stylish cowl or fold away hood keeps you dry when unexpected precipitation attempts to interfere with your day.
- *Schoeller® Fabrics* – jackets are composed of the finest Schoeller® tech fabrics. They wick, breath, create warmth and protect from wind and moisture. Schoeller® AG produces

fabrics in accordance with Bluesign, the strictest environmental standard.

About **WRAPHABILLEMENT** and Founder Elizabeth Roberts

Elizabeth Roberts has done the unexpected with the launch of **WRAPHABILLEMENT**. The line addresses the forward movement of her life. She has designed garments that reflect the synthesis of her world, authentic and ever changing. In a category of its own, **WRAPHABILLEMENT** is both highly functioning and a fashion statement. The jacket, Le Romantique, and coat, Le Sportif, details articulate the story of Elizabeth's personal journey from sophisticated Manhattan to the technology-rich and majestically beautiful Northwest.

WRAPHABILLEMENT offers style and performance throughout the day. Unexpectedly lightweight, wearers experience utter comfort and warmth (to temperatures of 0 degrees Celsius) while protected from wind, rain and UV rays, as well as the invisible but real dangers of Electromagnetic Frequencies (EMF) from cell phones. With **WRAPHABILLEMENT** you will always be beautifully wrapped.

Our Shared World

Elizabeth is passionate about women's and children's issues. Through **WRAP Gives Back** a percentage of each jacket sale will go towards two charitable areas: *Breast Cancer Research* and *Early Childhood Learning*.

To learn more about **WRAPHABILLEMENT** and how **WRAP Gives Back** works, please visit our website: www.wraphabillement.com. To follow Elizabeth's continuing journey through the fashion world, visit her popular blog, www.jacketdiaries.com.

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For information on Nikolaj Hübbe & The Royal Danish Ballet

http://kglteater.dk/site/OmKunstarterne/Ballet/Kunstnere/Balletmester/Nikolaj_hubbe.aspx?sc_la ng=en & <http://rdballetfriends.org/rdb/>

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