

White Is The New Black At “Alt-Noir” Indie Designer Rose Mortem



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Press Release Summary: Chicago, IL November 21, 2008 – Rose Mortem, a long-time icon in avant-garde club fashion, has released an new “alt-noir” bridal line, now bringing their catalogue of classically new romantic designs to a potentially new breed of buyers.



Press Release Body: Customers at [Rose Mortem](#) are more likely to discover gowns reminiscent of Cyndi Lauper than Cindy Crawford, and the company is jubilant about its latest direction. The Rose Mortem bridal line features pristine whites in traditional bride-to-be fabrics of lace and satin while still remaining true to the label's trademark alternative flair.

"We've focused on making fashion that feels like the music," said **Rose Hemlock, CEO of Rose Mortem.** *"There is no reason that shouldn't apply to special occasions. Releasing a non-traditional bridal line that's actually tuned in to the times – and making all the gowns available in black or white – was a lot of fun and made sense."* Ms. Hemlock has a right to be pleased. At age 28, with a staff of 6 and a glass-walled studio filled with the sounds of heavy machinery and David Bowie, the formerly Denver-based artist and widowed mother of two is the picture of creative success.



The company is already familiar to most black-inclined fashion enthusiasts. Launching in early 1998, the [Rose Mortem](#) label quickly made a name for itself by sponsoring and joining US tours of several European alternative music artists. Among them are German synthpop favorites Wolfsheim, South African rock icon The Awakening, and UK gothic rock legend The Mission UK. Today the music continues at [Rose Mortem](#), with the company hinting at the pending acquisition of an established independent record label before year's end.

Rose Mortem was most recently featured at the Gothic Cruise fashion show sponsored by Holiday Media / Gothic Beauty magazine and in the magazine's December issue. Designs are available online at the company's website and at various retailers throughout the world.

About

Rose

Mortem:

Rose Mortem is an independent fashion label based in Chicago, Illinois. Launching in Denver, Colorado in early 1998, the Rose Mortem fashion label quickly became a staple source for unique and dramatic custom clothing. Today the label has evolved to offer standard sizes and sells to stores worldwide. The company also specializes in custom fashions for musicians, independent films and theatre productions, and coordinates fashion and art shows featuring musicians and artists from around the world.

Web Site: <http://www.rosemortem.com>

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