

LOVE TANJANE

by Sonia Erneux



FOR IMMEDIATE RELEASE

NEW YORK – April 23, 2010 - As a Belgium native, Sonia Erneux grew up wearing mostly dark colors. This soon changed once she moved halfway across the world to California and adopted the free spirit of the West Coast lifestyle and created Love Tanjane. Love Tanjane is the literal representation of a sexy, sun-kissed, strong body; one connecting with nature, which are all reflections of her experiences moving west. The super feminine and effortlessly stylish eco-friendly collection consists entirely of tie dyed pieces; a rainbow palette of colors, flirty silhouettes, and soft flowing fabric inspired by Erneux's seasonal desires and the lush landscape of Ojai, California, where she lives and creates the line.

Drawing from her moods and surroundings, Erneux has developed a line of accessible essentials that includes halter dresses, mini dresses, long dresses, loose pants, leggings, t-shirts, tanks, hoodies, lingerie and scarves, all retailing between \$48 - \$198. The entire collection comes in her signature, luxurious, rayon sewed fabric that is hand treated with eco-friendly low-impact dyes and produced locally in Ojai, California. Erneux is inspired to develop tie dye in a very sophisticated way. Realizing she loves the bohemian chic aesthetic and the way it relates to her lifestyle, tie dye became the image for her brand. The collection is hand dyed to order, and as a result, can be offered in thousands of color and style combinations.

The blend of color, comfort, and beauty has helped establish Love Tanjane as a must-have clothing line. Sold in countless boutiques internationally, celebrity fans include Jennifer Lopez, Kate Hudson, Catherine Zeta Jones, Gwen Stefani, and Nicole Richie. More information about Love Tanjane can be found at www.lovetanjane.com