

Ethnic Womens Clothing Designer Wants to Dress Paris Hilton

A South Asian women's clothing designer wants to work with Paris Hilton...and help rehabilitate her image in the process.

June 11, 2007 (FPRC) -- It's been a rough week for Paris Hilton, but she continues to charm many, including a fashion designer based in Orlando.

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"Paris would be the ideal face for our Zarmina women's clothing line," explains Safia Ahmed, designer and director of Zarmina.com.

Safia has been selling her branded tunic tops and suits online since 2004. Her specialty is customized silk designerwear. After a few months on the web, she was surprised to learn that 50% of her customer base was non-Asian.

"Thus far, we have used Pakistani models," says Ahmed. "However, we want to connect more strongly to our European and American clientèle. Who better to achieve that than Paris Hilton?"

When asked if the bad press and negativity surrounding Paris Hilton would hurt her campaign, Safia replies candidly, "No. America is a land of forgiveness and Paris is very resilient. I think we should allow her to redeem herself."

What qualities of Paris Hilton could possibly appeal to an ethnic clothing designer?

"First of all, she is recognizable anywhere in the world," explains Ahmed. "Second, she never takes a bad picture. Even in her mugshot she sneaks in a Mona Lisa smile! Also, although her features are Nordic, her face cut and eyes are reminiscent of top South Asian models. She would appeal across the board to Zarmina's customers."

But why would a Western ultra-fashion diva delve into an ethnic clothing line with relatively modest designs?

"Paris' life has been overexposed physically, socially, and emotionally for several years," explains Safia. "Zarmina's modest and elegant outfits would allow her to physically and symbolically rehabilitate her image. All the while Paris would be doing what she loves to do: model exotic designer clothing."

So have any agreements or contacts been established between the two parties?

"No, not at all," Ahmed says with a smile. "Many things, including finances, would have to fall into place. This is still at a dream stage for me, but so was Zarmina.com three years ago."

Safia Ahmed's silk designer tunic tops and salwar kameez are produced exclusively in Karachi, Pakistan, by her family owned company, Zarmina International. For additional information and to view Safia Ahmed's collection, visit <http://www.zarmina.com>

Contact Information

For more information contact Fawad Ahmed of Zarmina Fashions (<http://www.zarmina.com>)
321-221-0785

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