

# SOUTH FORT MYERS LIFE

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## Fall fashion event debut to benefit Jen's Kids Fund

### Brodeur Carvell to launch new women's collection

Special to The News-Press

FORT MYERS, FL – Soft fabrics, rich colors and a chic feminine style have made their debut at Brodeur Carvell Fine Apparel, long-time clothiers who established their reputation as leaders of Southwest Florida's men's fashion scene in 2003. Located in Reflections Lakes Commons off Cypress Lake Drive, Fort Myers, owners Ron Brodeur and Rob Carvell launched their first women's collection this week.

"We have had great demand from existing clients seeking women's fashion of the same caliber as our men's lines," said Carvell. "We are delighted to offer our first Brodeur Carvell collection "For Her," high quality pieces purchased with the fashion-conscious, confident and optimistic Southwest Florida woman in mind."

Women's brand names

include: Zanella, 3 Dots, Audrey Talbott, Southern Tide, Dismoro, Emil Rutenburg, Cole Haan handbags, Donald Pliner handbags,



Margaret M, Tori Richards, and Finley with a selection of pants, jackets, blouses and skirts for social and professional occasions. A vast array

of gifts and accessories includes unique designer handbags, belts and scarves at a range of prices.

"Our handbags are incredibly popular and selling well," said Carvell. "During a challenging economy, our customers are seeking the high quality and timeless style our clothing and accessories are known for."

Brodeur Carvell will formally introduce the women's collection at their "Fashion! Forward" event scheduled for Friday, October 23, 2009 from 4 to 7 p.m. Ten percent of proceeds from all sales during the event will benefit Jen's Kids Fund, developed for The Children's Hospital of Southwest Florida's renovation of the General Pediatrics unit.



#### IF YOU GO

**WHAT:** Fashion Forward Launch Party

**WHERE:** 13550 Reflections Parkway, #2-203, Fort Myers

**WHEN:** Friday, Oct. 23, 4 to 7 p.m.

Launch Party & Charity Event to benefit Jenn's Kids Fund developed for The Children's Hospital of Southwest Florida's renovation of the General Pediatrics Unit.

To RSVP for the event, call 239-931-4000 or email [rob@brodeurcarvell.com](mailto:rob@brodeurcarvell.com). Brodeur Carvell Fine Apparel [www.brodeurcarvell.com](http://www.brodeurcarvell.com)