



Pieces of Life, LLC



CONTACT:

FOR IMMEDIATE RELEASE

Nicole Hayes
Media Relations
Nicole@pieces-of-life.com
(202) 527-4106

What Is the 'Apron Lady' Up to Now?

Apron Elegance Designer Rachel Hart brings "Everyday Inspiration" to 2010 cooks

(Duluth, Minn. – December 2, 2009) Recognized by her curls and light-up-the-room smile, they may not know her name but they know what she does. Whispers and talk of her fashionable designs and questions of "do you have one yet?" emerge as women smile and gush proudly over the latest treat for themselves or loved one. They point at her and cry out, "The Apron Lady!" Who?

She is Rachel Hart. Cook. Apron designer. Home entertainer. Business woman. Always striving to improve the life of the consummate cook. Creator and owner of online retail business Apron Elegance (www.apron-elegance.com), Hart dazzled the local and national scene in 2008 by showcasing her designs in the *Star Tribune*, *St. Cloud Times*, *Minnesota Business* magazine, *Duluth News Tribune* to CNBC's entrepreneur program *The Big Idea With Donny Deutsch*. Her notoriety spread as customers engaged her at trade shows, farmers markets and fashion shows. Initially known for her sassy hostess aprons with beads, ruffles and taffeta, Hart listened to her customers who desired aprons that were durable for daily wear and easily washable—yet still looked fashionable. So what is she up to now?

This November, Hart launched the Apron Elegance Wholesale catalogue *Everyday Inspiration* offering 11 new fashionable and functional styles for Spring 2010. It is a national endeavor and customers and retailers are excited by the new designs.

"The response to our new collection has been beyond my expectations," says Hart. "I think the success is attributed to the quality of our product and the unique styles we offer. I spend so much time actually cooking in the kitchen that I believe my passion

and experience are translated in the design process. I insist that an apron can be beautiful and functional and I think my customers agree.”

In developing the new line, Hart was determined to create a stable of products that upheld the three pillars of her design: quality, fit and innovation. So intent was her drive to elevate the quality of apron design, she developed a mantra to guide her work: “Create an apron worthy of being handed down.” Only the highest quality materials are used in Apron Elegance designs offering generous sizing and thickness beyond industry standards. All of these ‘ingredients’ make Apron Elegance the leader in apron design for people who demand fashion *and* function.

Hart is determined to help the general public rediscover aprons and return to their love of cooking. Traditionally people have been forced to accept low-quality, poor designs, or both. Given the lack of options, Hart is sometimes lumped with other designers because the public has not been educated on what they should expect in a quality apron. Hart is retraining and educating the average public on how aprons should fit, look and feel and why they can be fun again. For this reason, Hart cannot and should not be compared to any other apron designer. In the meantime, who knows what she’ll be up to next...

###

Started in 2006, inspiration for the company Apron Elegance came from Designer Rachel Hart’s adventures in the kitchen and love of home entertaining. Frustrated with boring butcher block aprons and the quality of fad fashion aprons, Hart endeavored to create functional and beautiful designs that would perform under the rigors of a real kitchen. For more company and product information, visit www.apron-elegance.com .

