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Member FINRA/SIPC**Press Release**Source: **La Isla Couture**

## La Isla Couture Swimwear is Featured on the 2008 Sports Illustrated Swimsuit Issue and The David Letterman Show

Tuesday February 19, 8:30 am ET

NEW YORK, Feb. 19 /PRNewswire/ -- **La Isla Couture** is taking over the high fashion swim world, one bikini at a time. Founded in 2004 by Enrique Sanchez-Rivera, La Isla appeared this month in the Sports Illustrated Swimsuit Issue, with supermodel and cover girl Marisa Miller wearing a body painted version of their "Victoria" bikini. On the same day, Marisa appeared on The David Letterman Show, and the pictures were featured prominently during the interview. This is La Isla's first appearance on a major network, having previously enjoyed acclaim in InStyle, Seventeen, Zink! and Oxygen magazines, amongst others. Design Director April Beiter, formally of Anna Sui, constructs luxurious one-of-a-kind creations. April most recently designed Cedella Marley's line, "Catch a Fire Clothing."

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080219/NETU054> )Source: **La Isla Couture**

The company is known for creating one-of-a-kind pieces for Hollywood films and A-list celebrities. Most recently, Sanchez-Rivera created the full bikini wardrobe for the film Jack and Jill vs. The World, where actress Taryn Manning wore a pink and black polka dot **La Isla Couture** suit.

Known for exquisite detail and distinctive embellishment, **La Isla Couture** manufactures their beautiful bikinis in their own private facility in Colombia, allowing buyers to modify products specifically to their client's desires. Constructed of luxury fabrics from Europe and South America, each swimsuit is hand embroidered, and features a dyed-to-match lining along with color match stitching. These elements also carry over to the "petite" line, a couture collection for girls' sizes 7-14. The 2008 women's collection has a retro chic feel, yet still stays true to the La Isla traditional rich details and embroidery. And coming this year, La Isla will launch its first men's collection, which includes high-

- **La Isla Couture** in 2008 Sports Illustrated Swimsuit Issue
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end swim trunks.

Colombia is a natural location for swimwear manufacturing, since, as Sanchez-Rivera points out,

"it is the only country in South America with both Pacific and Atlantic coasts, which makes it a natural laboratory for testing our bikinis." Passionate about his roots in Colombia, Sanchez-Rivera is proud to provide jobs and opportunities for his factory workers there. And exhibiting his lifelong passion for the environment, Enrique also donates a portion of La Isla's proceeds to The Surfrider Foundation, a San Clemente, CA based "grassroots, environmental organization that works to protect oceans, waves, and beaches."

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Source: **La Isla Couture**

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