



*Styles that balance comfort and beauty for all ages, shapes and ways of living*

## **InsideOut Launches Nationwide - Founder & Designer Shalini Sharma Debuts Women's Contemporary Fashion Brand with Fall 2011 Collection**

**CHICAGO, IL** (July 5, 2011)—Founder and Designer Shalini Sharma launches her InsideOut Fall 2011 Collection on-line at [www.insideoutstyles.com](http://www.insideoutstyles.com) and at select retailers across the United States. The InsideOut label established in 2010 is a women's contemporary fashion brand created by Shalini featuring dresses, tunics, skirts, tops and wraps. Its core philosophy is based on the belief that all women should look good and feel good. Shalini created the InsideOut collection using lightweight fine jersey for its ability to adjust to body types, climates, and activities which distinguishes her look and brings superior quality and originality to her designs. All of the pieces in Collection I and Collection II are 100% reversible and custom color combinations are available to order. "Two dresses in one" bring economy and versatility desired by today's modern woman. The collection ranges in price from \$125 - \$375. InsideOut offers women style that balances comfort and beauty for all ages, shapes and ways of living.

The InsideOut Collection was established with a commitment to making beautifully crafted clothes with a modern sophistication and affordable price point. Shalini's signature style of sleek draping, natural confidence and sexy femininity was immediately apparent. The fall 2011 collection echoes all of these themes and delivers a collection full of vivid colors and patterns. InsideOut brings harmony, function and form to women's wardrobes.

Shalini has always been driven by a curiosity to learn about construction, workmanship and perfecting every detail of her designs. Her philosophy has always been to build a garment from the inside out. "I believe that style does not mean sacrificing comfort, and InsideOut reversible jersey dresses are flattering as well as comfortable," said Shalini. The choice of fine jersey makes the garments comfortable to wear, and fluid fabric molds and flatters proportions of all body types. InsideOut is practical, but at the same time, stylish. "Feel safe with the staple little black dress on one side, and be bold with a vibrant color on the reverse side. The vivid, solid colors and clean lines make the styles easy to accessorize and customize and make your own. It travels light, doesn't wrinkle and washes in the machine at home, or in the sink away from home," added Shalini.

## **About InsideOut**

The InsideOut label established in 2010 is a women's contemporary fashion brand created by Chicagoan Shalini Sharma. Fashions include fine jersey dresses and separates, available in an array of color combinations in sizes; XS, S, M, and L. The collection ranges in price from \$125 - \$375. The collection is 100% fine jersey, 100% reversible, offered in custom color combinations, dresses and skirts are available in two lengths (36 inches and 40 inches), washable at home, compact for travel, and wrinkle free. The collection is designed and manufactured in Chicago. Its core philosophy is based on the belief that all women should look good and feel good. InsideOut offers women style that balances comfort and beauty for all ages, shapes, and ways of living. The InsideOut collection is available online at [www.insideoutstyles.com](http://www.insideoutstyles.com) and at Cerato Boutique in Lincoln Park, by studio appointments and private trunk shows across the United States. Please check our website for trunk show dates and locations.

## **About Shalini Sharma**

After a long career as a successful marketing analyst and a consultant, Shalini Sharma traded in her spreadsheets for fashion design with the launch of the "InsideOut," line of stylish reversible jersey dresses and separates. When she is not designing, she paints abstract oils and acrylics on large canvases and travels the world for inspiration. Shalini resides in the Lincoln Park neighborhood of Chicago with her daughter and husband.

**Website:** [www.insideoutstyles.com](http://www.insideoutstyles.com)

**Facebook:** InsideOut

Images of the InsideOut Collection are available upon request

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