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In a time where fashion moves faster than ever, where trends are dismissed before the latest 'It Girl' has even had time to put on her latest purchase it is difficult to find creative fashion with any clarity or forward vision. So it was hugely refreshing when we came across our new favourite: **Party Noire**.

Party Noire is a debut from Romanian couturier **Alina Cosma**. Releasing only one collection a year and not being trend-driven gives the pieces a sense of unique identity and clarity which is what we love about her designs.

The '**bourgeois punk**' collection has such a powerful, yet sophisticated feel about it. Involving elements of minimalism, elegance and avant-garde details that seem to encapsulate a place in time more than a particular trend or path. The colour palette is predominantly singularly chromatic, with black as the signature colour. This is then accented by dark magenta and ice white. Alina also uses design such as kimono style sleeves and symmetric panels within the dresses to create this gorgeous power dressing shape.

The silhouette of each dress is simply divine, cut in unique ways to make a defined shape that is designed to create confidence and a daring attitude within the wearer. **Alina Cosma** states: "These are dresses to work in and have fun in while still retaining a cool sophistication. A truly great dress can alter a woman's mood in a significant and positive manner."

Something we appreciate in London is the idea of a '24 hour dress'. In a city where you work late and play late, the fact that the latest Party Noire collection has been designed with comfort in mind is great. This along with the exquisite design enables the garments to work both for daily and evening wear.

Party Noire & Alina Cosma are tipped to be one to watch in 2010, with this in mind get ahead of the rush and find out more over at www.partynoire.com. You can also shop direct currently with some amazing discounts at the E-boutique here - www.partynoire.com/eboutique. One thing is for sure, power dressing will never be the same again.

<http://www.stylenoir.co.uk/newnewsdetail.aspx?id=518>