

Blog Post for the FDrive.com
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GO: COCO ROCHA x DENIM INFIDELITY x OVER THE RAINBOW

@COCOROCHA AND @FIDELITYDENIM LAUNCH LINE AND NEW @RAINBOWJEANS416
STORE OPENING
[#COCOOVERTHERAINBOW](#) [#FASHION](#)

On the scene. The re-opening of our client [Over the Rainbow's](#) new location in Yorkville was amped-up with the reveal of the hotly anticipated printed denim collaboration between Canadiana talent: model [Coco Rocha](#) and [Fidelity Denim](#). Pandemonium in the denim aisle?! Yes. Rainbow shoppers, denim devotees, and Coco-cult followers flocked to the hippest fashion spot in Yorkville to scope the collection and explore the new two-floor shopping destination.



"Coco exudes street-style cool," says [Joel Carmen](#), owner of Over the Rainbow. "There is no doubting the cool and covetable printed denim collaboration between Coco Rocha and Fidelity Denim. It's a Canadian match meant to fit."

The twittersphere went crazy with everyone all [#COCOOVERTHERAINBOW](#). The denim collab between Coco Rocha and Fidelity Designer, [Jason Trotzuk](#) fast-forwards into a nouveau digital age, with prints looking more like a manipulated treatment. Photos were shopped to appear wash-like - echoing a hazy and faded-out mood.



Media, VIPS and friends were all in attendance. **Over the Rainbow** has been serving up denim delight for 37years and carries over 30+ years. The Coco Rocha and Fidelity Collaboration is an ultra-exclusive collection for Over the Rainbow.

