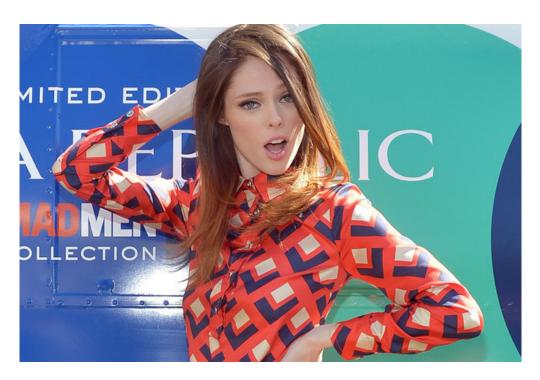
Blog Post for the FDrive.com Ryan Joseph @itsryanjoseph

GO: COCO ROCHA x DENIM INFIDELITY x OVER THE RAINBOW

@COCOROCA AND @FIDELITYDENIM LAUNCH LINE AND NEW @RAINBOWJEANS416 STORE OPENING

#COCOOVERTHERAINBOW #FASHION

On the scene. The re-opening of our client <u>Over the Rainbow's</u> new location in Yorkville was amped-up with the reveal of the hotly anticipated printed denim collaboration between Canadiana talent: model <u>Coco Rocha</u> and <u>Fidelity Denim</u>. 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 <u>#COCOOVERTHERAINBOW</u>. 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 fazed-out mood.



Media, VIPS and friends were all in attendance. <u>Over the Rainbow</u> 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.

