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All Dressed Up and Ready to Go: Kaya Couture Making a Name for Itself

Company Specializes in Handmade Silk Dresses for Children

BEVERLY HILLS, Calif., June 24, 2008 – This up-and-coming TV and film star is quickly earning celebrity status, grabbing the spotlight on talk shows, in national magazines and more. But autograph hounds can lighten up - this starlet is actually design house Kaya Couture (<http://www.kayacouture.com>).

Kaya Couture, specializing in heirloom-quality handmade silk dresses for children, has garnered a great deal of attention as the summer wedding season approaches. The company - founded in 2001 by Shilery Couture LLC - was featured on "The Rachael Ray Show" in May, and in The Knot and In Style Weddings magazines this month. Today, the company is owned and run by Shira Amster and Hilary Davis, both in their mid-20s.

It's not the first time Kaya has been in the limelight. The seven-year-old company has earned accolades from Town & Country, Elegant Bride, Martha Stewart Weddings, Modern Bride, Wedding Dresses, American Mariee, Wedding Bells, Inside Weddings, Earnshaw's Review and other publications. Kaya's fame took off after the line was featured in the movie "Wedding Crashers," the TV series "The Sopranos" and in red-carpet appearances.

But while Kaya dresses can be found in circles of the rich and famous, they are designed to be enjoyed by everyone, said co-owner Amster. The dresses are popular for special occasions, such as weddings, first communions, portraits, holidays, recitals and parties.

The Kaya collection features items for baby, toddlers, girls, boys, junior bridesmaids and accessory pieces. Accessories include headpieces, shoes, wraps, baskets, bags and ring pillows. Production time is eight weeks for garments, three weeks for accessories.

"We use only the finest silks and couture sewing techniques," said Davis, "for dresses that are as comfortable as they are beautiful. We take pride in designing classic, timeless dresses that have fun and elegant details and trims. We use luxurious silks chosen specifically for their beautiful drape and resistance to wrinkles. Our happy clients are sophisticated princesses who demand comfort for a long day of celebrating - and quality for the durability of a little girl's energetic play. A Kaya gown is a family heirloom to pass down."

Many Kaya dresses are made of silk dupioni with silk organza overlays on the skirts. Silk dupioni, sometimes referred to as raw silk, is a hand-woven fabric known for its "slubby" textural qualities. Silk organza is a sheer, smooth fabric that lends an airy, angelic quality. Ivory duchess silk satin, ivory matte silk satin, or ivory silk taffeta can be substituted in any Kaya design for an additional fee. Custom orders also are accepted.

Kaya dresses have been sold in all 50 states and more than 15 countries. For information, visit <http://www.kayacouture.com> or call 1-800-519-KAYA (5292) in the U.S., 1-877-494-6366 in Canada and 0800-756-6461 in the United Kingdom.

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