

# RAOUL

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## RAOUL X MAN REPELLER EVENT



Douglas Benjamin (Co-founder, Raoul),  
Leandra Medine (Man Repeller),  
Odile Benjamin (Creative Director, Raoul)

**New York, 7 October 2014** - Guests were invited to preview the Raoul Spring 2015 Collection with Creative Director Odile Benjamin, and enjoyed cocktails and hors d'oeuvres with Leandra Medine of Man Repeller with a penthouse view of downtown Manhattan. Models wore select pieces from the Spring 2015 Collection and pieces from Fall 2014 and Resort 2015 were displayed throughout the first floor of the space. Attendees of the event included *The New York Times*, *Cosmopolitan*, *HarpersBazaar.com*, *Into The Gloss*, and *The New Potato*.

**Hosted by:** Man Repeller, Raoul and Zindigo

**Location:** 111 Mercer Street New York, NY

**DOWNLOAD:** [EVENT IMAGES HERE](#)

## ABOUT MAN REPELLER

Man Repeller is a humorous lifestyle site born out of the celebration of trends that women love and men hate. Man Repeller has a high-connected social media following with 173K Facebook Fans, 727K Instagram Followers, 205K Twitter Followers.

Website: [www.manrepeller.com](http://www.manrepeller.com)  
Facebook: <https://www.facebook.com/manrepeller>  
Instagram: <https://instagram.com/manrepeller>  
Twitter: <https://twitter.com/manrepeller>

## ABOUT ZINDIGO

Zindigo is revolutionizing the world of retail, offering social media users around the globe the opportunity to partner with luxury brands and designers and open their own free, fully merchandised social boutique.

Founded in 2011, Zindigo empowers social users to become entrepreneurs through platforms such as Facebook and offers a 40% return on every sale. This game-changing approach is the fashion industry's first-ever social commerce solution to offer its brand ambassadors such a high return on sales.

With the power of billions of social users and a collection of coveted brands, Zindigo is ushering in a new era of social commerce, one social boutique at a time.

Website: [www.zindigo.com](http://www.zindigo.com)

## ABOUT RAOUL

Raoul is recognised internationally for its accessible luxury offering of Men's & Women's Ready-to-Wear & Leather Goods. It is the homegrown fashion and leather goods brand from the house of F J Benjamin. The dynamic husband and wife team, Douglas and Odile Benjamin launched Raoul in Singapore in 2002 as a men's shirt label, branching out to womenswear in response to demand for affordable tailored pieces with uncompromising standards of design and quality. Raoul's tailoring origins are manifested in the collections – impeccably cut separates, with luxe fabrics and considered detail. This refined aesthetic evolves from season to season with thoughtful references and finesse, always on-trend but with a timeless elegance. Keeping to its brand promise of bringing contemporary affordable luxury to consumers, Raoul signed up Raphael Young as the brand's accessory designer. The brand has grown with standalone stores across Asia-Pacific and a flourishing international presence. Raoul is currently available in the fashion capitals of Paris, Milan, London and New York through selected retailers such as LaRinascente, Printemps Haussmann, Harrods, Saks Fifth Avenue, Neiman Marcus, Liberty London, Fenwick and KaDeWe. Raoul is also retailed online via portals such as Bloomingdales.com, Saks.com, and Neimanmarcus.com. Celebrities such as Rebecca Romijn, Jennifer Lawrence, Lea Michele, Kelly Rutherford, Pixie Lott, and royalty including The Duchess of Cambridge, Kate Middleton, have been seen wearing Raoul.

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