

OSKA Opens First West Coast Store in Pasadena

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Photo Courtesy of OSKA

European style makes its way to the West Coast with the opening of OSKA Pasadena. OSKA is a German brand which began in Munich in 2004 and then spread out to London and **New York**.

The new retail store in Old Town Pasadena offers upscale women's clothing in rich fabrics and soft colors. OSKA's winter fabrics include cozy knits and the softest washed boiled wool in pistachio green, burnt orange, and ruby red tones, with draped and loose silhouettes. The line includes tunics, trousers, and asymmetric jackets, vests, and coats. The line is functional and practical but ultimately chic. The details justify the high prices which start at \$99 and go up to over \$1,000 for a comfortable winter jacket.

According to Annie Frank, store manager and merchandiser, the OSKA woman is sophisticated and well-traveled seeking clothing that can take her from the office to the theater. "My favorite customer understands investment dressing, and wants to look unique, finished and fabulous in pieces that are timeless," says Frank. For those not near an OSKA store, online shopping is available at OSKA-Pasadena.com.





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