PRESS RELEASE

Will the next British fashion Brand to be worn by Michelle Obama be ***number 35***?

New York – January 21st and Michelle Obama maintained her position as a powerful icon for professional women by sporting the same outfit as the leading fictional lawyer Alicia Florrick of CBS’s hit drama ‘The Good Wife’. Cue rapidly expanding British fashion brand ***number 35*** ([www.no35.co.uk](http://www.no35.co.uk)) that has been designing and supplying clothes to ‘The Good Wife’ for the past 2 seasons and capturing the hearts of British, and now American leading professional women (see attached visuals).

***number 35*** have been working with Dan Lawson, the show’s Emmy award nominated costume designer, and have dressed the lead characters in some of the strongest outfits worn. Will one of these be the next outfit that Michelle chooses as Obama’s last term draws to a close?

Dan and Andrea Cecile Cohen, founder and designer of the brand, have combined their talents to create and launch **35.DL** ([www.35dl.net](http://www.35dl.net)), a chic professional wardrobe that communicates confidence and simple elegance. The collection is available online and they have also signed up their first retail partner in Washington DC, Julia Farr. Julia is known to dress some of the key women in Congress and the White House.

Andrea Cecile Cohen said this morning, “One of our goals is to introduce **35.DL** to Michelle Obama and we are now in a very strong position to do so. We realize that Mrs Obama usually wears US brands, but with Dan being the co-designer, hopefully 35.DL is poised to capture her heart.”

***number 35*** is also opening a new creative studio in Clerkenwell on 2nd February 2015 (31, Clerkenwell Close, London EC1), within easy reach of The City, in order to better serve its many professional female clients working in the Square Mile and has showrooms at 50 Highgate West Hill; and Lamberts Yard (an innovative concept store that opened in November in Leeds, supporting talented new designers). All showrooms will also support **35.DL**. More information can be found at [www.no35.co.uk](http://www.no35.co.uk) or by calling 0207 584 3555.

–ENDS-

**About** ***number 35***

Designer Andrea Cecile Cohen established London based ***number 35*** in 2005, having spent much of her working life in the luxury retail sector with such companies as Czech & Speake of Jermyn Street and Dutch brand, Royal Auping.

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