



Meticulous, yet effortless. Sophisticated, yet accessible. Profound, yet playful. The ra'mon-lawrence label offers apparel for men and women that embodies the innovative and versatile imagination of award-winning designer, Ra'mon-Lawrence Coleman. Immaculately constructed and infinitely adaptable, ra'mon-lawrence transports the wearer to a world where fantasy and reality are inseparable.

Born and raised on Chicago's South Side, Ra'mon-Lawrence Coleman made his auspicious debut in the fashion world as a college student in 2002, when the Black Fashion Museum in Washington, D.C., named him Apparel Designer of the Year. His profile has continued to escalate in the U.S. and internationally as more audiences are captivated by his sophisticated approach to fashion for men and women that is as inventive in concept as it is in accessibility for everyday wear.

Coleman's passion for apparel design began as a Performing Arts major at the School of the Art Institute of Chicago. Creating costumes for a performance piece, he discovered he had a flair for tailoring and a keen eye for style. As his interest piqued, Coleman entered SAIC's Fashion Design program and went on to earn Bachelor of Fine Art degrees in both of his chosen majors.

Dual degrees in hand, Coleman headed uptown to Price Walton Couture Lab, a studio known for catering to the fashion-forward gallery denizens of its near North Side neighborhood. The aspiring designer sharpened his eye for detail as he organized trims and hand-embellished handbags. Even cleaning the studio became a learning opportunity—he'd spend hours analyzing the pattern scraps swept from the workspace's floors, matching each piece to its finished counterpart.

As he initiated his namesake label, ra'mon-lawrence, in 2004, Coleman found himself in greater demand, moving on to design for internationally recognized boutiques and brands such as Gary Graham, SAGA, Mossimo for Target, LC Lauren Conrad and Mudd for Kohl's, and the International Fur Trade Federation, which selected Coleman as one of three designers to compete in its first-ever International Design Competition in Milan. Coleman also was named first runner-up for the 2004 MIFUR Remix Award, an international honor for emerging designers. Coleman was also named one of the six breakout stars for his appearance as a designer on Season 6 of the widely popular, *Project Runway* franchise.

Eluded Love, the premier ra'mon-lawrence collection, debuted in Minneapolis in Spring 2008. Inspired by the paintings of Johannes Vermeer, the photographs of Erwin Olaf, and Franz Kafka's *Metamorphosis*, Coleman's color palette, architectural silhouettes, and unexpected elements of convertibility—daywear becomes eveningwear, and vice versa—blurred the lines between fantasy and reality and embodied what the designer called "surreal bourgeois life." He has since gone on to exhibit his eponymous label during Mercedes Benz NY Fashion Week, Chicago Fashion Week, and NOVA Fashion Week.

Ra'mon-Lawrence Coleman has described himself as a "perpetual student" and a "whirlwind of energy - a spontaneous, organic, and constantly evolving artist". True to its namesake, the ra'mon-lawrence label promises the thrill of revelation, the excitement of discovery, and the pleasure of surprise with each eagerly anticipated collection.