



## **BENZEL-BUSCH MOTOR CAR CORP. Presents American Couture Designer, CARASAN, CAPPING A MONTH OF FASHION WITH THE ULTIMATE DISTINCTION**

*-- Benzel-Busch Motor Car Corp. adds the finishing touch of super-luxury to New York City's September month of Fashion featuring "The Maybach" and presenting Carasan's "Havana" Spring 2005 Collection at a Fashion Show and Launch Party.*

([PRWEB](#)) September 25, 2004 -- Benzel-Busch Motor Car Corp., one of the nation's largest Mercedes-Benz dealerships, is the synonym for quality, class and elegance for the new era. Introduction of its luxury vehicle "The Maybach" has catapulted Benzel-Busch to the forefront of design innovation. Like Maybach, couture designer Carasan has been transformed in less than three years from a burgeoning young design team to a widely respected fashion house. The synergy of The Maybach and Carasan offers the perfect response to the wish list of a savvy, hip and demanding public.

Benzel-Busch Motor Car Corp. has selected Carasan to deliver the grand finale to NYC's internationally renowned month of fashion as they take center stage together on September 30th from 10pm-Midnight at Lotus (409 W. 14th Street, New York City) for the presentation of "Havana", Carasan's Spring 2005 collection. "Havana" evokes the sultry tease and sensual naivety of the 1950's Cuba/Miami connection. Form-fitting, handmade knits in a bevy of bold colors are seamlessly combined with elegant silks, reminiscent of a sizzling sunset turning night into a Caribbean whisper of sensual ocean breezes. The sleek lines of The Maybach capture the same reverberations, while the soft hum of its exquisite engineering echo this whisper. Maybach and Carasan are the content of dreams, capturing the attention of fashionistas and socialites whose final opinion votes "Yes" to elegance and innovation combined.

While the surface connection between Benzel-Busch Motor Car Corp. and Carasan is obvious, underneath lies a unique story. Benzel-Busch Motor Car Corp. is the largest exclusive family owned Mercedes-Benz dealership in the nation, while Carasan's mother-daughter design duo, Terri and Cassandra Rosenthal hail from an impressive lineage of fashion designers. Benzel-Busch takes pride in being one of the nation's most successful family owned dealerships and finds a perfect sponsorship outlet in Carasan, whose cutting edge designs and "family first" mindset directly correlate to the values of Benzel-Busch offering an unprecedented level of appeal to a privileged group of lifestyle trendsetters.

"The Maybach vehicle is unrivaled in automotive design, and it's an honor for Carasan to align with Benzel-Busch Motor Car Corp. to bring quality and distinction to fashion," said Cassandra Rosenthal, 21-year old founder of Carasan. "We have designed our Spring 2005 Collection for the kind of woman who is confident and needs to be seen, the commanding presence of the Maybach vehicle, is perfectly suited with our message of see and be seen," said Terri Rosenthal.

"Design and innovation are fundamental elements to everything we do at Benzel-Busch Motor Car Corp., and we are uncompromising when it comes to quality. We're excited to have the opportunity to work with a designer like Carasan, who brings the level of superior quality and unique designs to the fashion industry that are congruent with our standards of excellence in the automotive industry," said Joseph Agresta, Jr., Vice President of Benzel-Busch Motor Car Corp.



About Benzel-Busch Motor Corp.: Benzel-Busch Motor Car Corp. is the nation's largest exclusive family owned Mercedes-Benz dealerships. For over 40 years, Benzel-Busch has been committed to providing its customers with an unparalleled ownership experience. Dedicated account representatives, Concierge Services, Mercedes-Benz exclusivity and one of the largest Mercedes-Benz inventories in the country enable Benzel-Busch to provide a unique approach to automotive retailing. Benzel-Busch is truly committed to reaching beyond the customer's expectations. For more information, visit [www.benzel-busch.com](http://www.benzel-busch.com) or call 201-567-1400.

About Carasan: Terri and Cassandra Rosenthal, a mother-daughter design duo launched Carasan in late 2001. A pink-haired girl who left Virginia to pursue her dream of becoming a designer and owner of her own company in New York City, Cassandra was only 18 years old when she asked her mother to start a design house with her that would appeal to fashion conscious women of any age. With their trademark knits and line of silk designs, Cassandra and Terri's creations are uniquely and artistically their own. Rejecting trends and fads in favor of its signature look, Carasan has created an incomparable fashion line of quality garments made from materials imported from around the globe. Cassandra and Terri are independent designers successfully running Carasan's showroom in a four-story townhouse in Brooklyn, NY. For more information, visit [www.carasan.com](http://www.carasan.com) or call 718-768-4737.

About Svelte Events, LLC (SvelteEvents): SvelteEvents is the Event Planner and Publicist for this event. SvelteEvents is a Public Relations and Event Marketing corporation specializing in the music, fashion and technology sectors. SvelteEvents has staged celebrity events, specialty themed events, private functions and assisted in property development to target influencer markets and brand names. In addition to its Public Relations and Event Planning services, SvelteEvents specializes in imaging, strategic planning and business development. For more information, visit [www.svelteevents.com](http://www.svelteevents.com), call 212-945-9696 or email: [info@svelteevents.com](mailto:info@svelteevents.com).

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