



Fashion stylist PIA JACOBSEN launches new book:

pia...me

A fashion and lifestyle guide for girls who aspire to be their best.

Illustrated by fashion designer Zang Toi

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Piastyle: personal stylist, fashion and lifestyle expert today announces the publishing release of **pia...me** on May 15, 2010. Authored by *piastyle* founder, fashion stylist Pia Jacobsen, the book is intended for young women who want the real skinny on how to find, understand and encourage their own personal style, how to shop, pack, organize and more. She also offers relevant lifestyle guidance to help girls navigate social networking, boyfriends and parties, and establish boundaries for themselves so they can become the kind of woman they aspire to be.

Pia Jacobsen has spent over two decades traveling to the fashion capitals of the world working with the industry's most prestigious design houses. She was the National Merchandise Manager and Couture Director for Nordstrom. Pia has spent a good portion of her career working in the fitting rooms with women of all figure types throughout the U.S., having traveled extensively to the stores for which she selected merchandise. She now takes her couture style and fashion industry connections to her own select, high-profile clients to graciously enhance their personal style.

Inspired by the poor taste and oftentimes questionable choices made by young and not-so-young women, Pia tells it like it is. She offers her strong opinions and expert advice to help the reader navigate the difficult "fashionable" decisions that face young women today. **pia...me** is hilarious at times, matter of fact, and full of insider viewpoints and personal anecdotes. In the words of fashion designer Carmen Marc Valvo, "I really can't think of a better person to offer styling advice to young women."

pia...me is illustrated by New York based fashion designer Zang Toi, who captures the international couture style that women aspire to. Zang Toi is the favorite of style arbiters including: Eva Longoria, Fergie, Sharon Stone, and Meg Ryan. Pia has long been an admirer of Zang Toi's impeccable workmanship, attention to detail, luxuriousness and all-out glamour that he bestows on women through his couture collection each season. His witty and dramatic illustrations are not only inspiring, but reflect his effervescent personality.

A portion of the book's proceeds benefits the Entertainment Industry Foundation's National Colorectal Cancer Research Alliance. For more information email pia@piastyle.net or visit her web site: www.piastyle.net.