

## Press Release – NYC Book Launch, Marlies Dekkers

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Marlies Dekkers, the cult Dutch lingerie artist, launches her new book 'Unlock Your Potential' on February 27<sup>th</sup> in New York City. The latest work of the world-renowned designer is a powerful tool to structure the process on self-realization in the most important areas in one's life. From career to family and friends, from health to sensuality; learn how to tackle targets the way a top performer would. During the book launch, Marlies will give a masterclass in which she will guide and inspire women to follow their dreams, with examples from her own journey to success.

Marlies Dekkers is a self-made woman who has made it her life's mission to challenge women to be the masters of their own destiny. With many successful collections selling in more than 25 countries and countless distinctive fashion shows including in Paris, Los Angeles, London and Moscow, Marlies empowers women worldwide to follow their own path in life. Marlies aims to inspire and motivate women of all backgrounds to make the most of their many talents and to shape a future of opportunities. Her motto 'Dare to dream, dare to grow, dare to be.' consistently lives throughout her brand, that celebrates its 25<sup>th</sup> anniversary this year.

Through her ground-breaking designs, excellent fit and radically new feminine point of view, Marlies started a worldwide lingerie revolution that has not gone unnoticed. Marlies has won numerous international awards such as 'ELLE's Innovator of the Year Award', 'Prix Veuve Clicquot Business Woman of the Year' and the 'Grand Seigneur Award' and was invited twice as Master Speaker at WorldZ in Hollywood CA, one of the world's biggest summits about creative leadership and innovation. With the support of more than 200 A-list celebrities including Rihanna, Adele, Lady Gaga and Sarah Jessica Parker wearing her lingerie, Marlies takes a leading role in changing the world of feminism.

With a strong background in philosophy and 25 year experience as a visual artist, Marlies expanded her journey to empower women with 'Feminine|Feminist', a bi-annual high-end glossy in which she interviews strong, successful women such as Lisa Benson, the Hemsley Sisters, Karen Erickson, Sonja Morgan, Ruthie Davis, Bea Akerlund and Arianne Phillips. Women who truly dare to dream, dare to grow, dare to be.

*"Now more than ever, the world needs female role models. Forward thinking women who understand that achieving equality is not only dependent on external factors; women who understand that equality isn't passively received or violently acquired.*

*As masters of our own destiny, the world is asking us to shape a future of opportunity for ourselves. What matters now is action. Action on our part, starting with the woman in the mirror."*

– Marlies Dekkers

When: Tuesday 2-27-2018, 8pm – 10pm (doors open 7.30pm)  
Where: the Dream Downtown  
355 W 16<sup>th</sup> St, New York City  
NY 10011, USA  
How: Register by sending an email to [RSVP@marliesdekkers.com](mailto:RSVP@marliesdekkers.com)

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End of press release. For additional information contact; Casper van de Kamp, PR manager marlies|dekkers.  
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