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FOR IMMEDIATE RELEASE

***apifeni Activewear July Trunk Shows at Select Equinox Manhattan Locations***

**New York – July 12, 2011**– Designer Danielle Dobin will be on hand for personalized fittings of her new functional and flattering women’s activewear line, *apifeni* (pronounced “epiphany”), Tuesday, July 19<sup>th</sup> and Wednesday, July 20<sup>th</sup> at Equinox 74<sup>th</sup> Street (1429 Second Avenue), and Tuesday, July 26<sup>th</sup> and Wednesday, July 27<sup>th</sup> at Equinox 92<sup>nd</sup> Street (2465 Broadway) in Manhattan.

**About *apifeni***

*apifeni* is a revolutionary new activewear collection for women that blends compressive shapewear together with high performance activewear to create the most flattering, supportive, and luxurious activewear available. All of *apifeni*’s pants contain ShapeTech™ technology with additional coverage that extends from the hips up to just below the sports bra. As a result, the core appears a size smaller but maintains the flexibility to move in any direction - take an inversion during yoga, bending over a barre, leaning over the handlebars of a bike or simply sitting cross-legged on the floor - without having to worry about exposing any skin. *apifeni* aims to help women feel self-confident, not self-conscious. Sizes 0-12 are currently available for purchase online at <http://apifeni.com>.

**About Danielle Dobin**

Inspired by the lack of activewear available that provides both comfort and coverage, a key concern for moms and women over 30, Danielle Dobin, a fitness enthusiast and mother of 2, combined exercise fashion with shapewear to design and launch *apifeni* activewear for women in June 2011.

**What/Where**

*apifeni* Activewear NYC Trunk Show at Equinox with Designer Danielle Dobin:

Equinox, 1429 2nd Avenue at 74<sup>th</sup> Street

Tuesday, July 19<sup>th</sup>: 10 a.m. to 9 p.m.

Wednesday, July 20<sup>th</sup>: 10 a.m. to 9 p.m.

Equinox, 2465 Broadway at 92<sup>nd</sup> Street

Tuesday, July 26<sup>th</sup>: 10 a.m. to 9 p.m.

Wednesday, July 27<sup>th</sup>: 10 a.m. to 9 p.m.

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