

Roma, Marquardt Design Costume Line



Sam Fard of Roma Costume with Bridget Marquardt.

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Bridget Marquardt, star of reality television series "The Girls Next Door," is taking her passion for Halloween to Roma Costume.

Sam Fard, president and head designer of Roma, and Marquardt are developing a costume line for Halloween 2011, which they will introduce at January's Halloween & Party Expo tradeshow in Houston, where the company will unveil the line's name, followed by ILS in March. Fard described it as high-end, with the average full costume retailing for \$100: higher than the company's typical pricing. It will be in a separate catalog from Roma's main Halloween costume range.

According to Alan Breeden, sales manager of Roma, Fard and Marquardt form an ideal design team. "We are both playing on our strong points: Sam brings his know-how and experience, and Bridget brings her exciting design ideas," he said. "She loves Halloween and always designs her own costumes. Now, with the help of Sam, she has the ability to make her ideas available to anyone who wants a high-end, stand-out costume."

"She has a lot of great ideas and knows what she wants," Fard said. "We're are going to come together and create a very detailed catalog with a high-quality line. I'm extremely excited to work with her."

Fard and Breeden described the line as built on detailed corsets for women of a variety of body types and sizes that will "make a size 8 look like a size 4." Styles will be available in three to four sizes.

And both are hopeful that the collaboration with Marquardt will last beyond a single season. "We want this to be an ongoing relationship, with the goal of taking Bridget's past and present costume ideas to the next level," Breeden said.

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