

# New Professional Fashions from Medelita

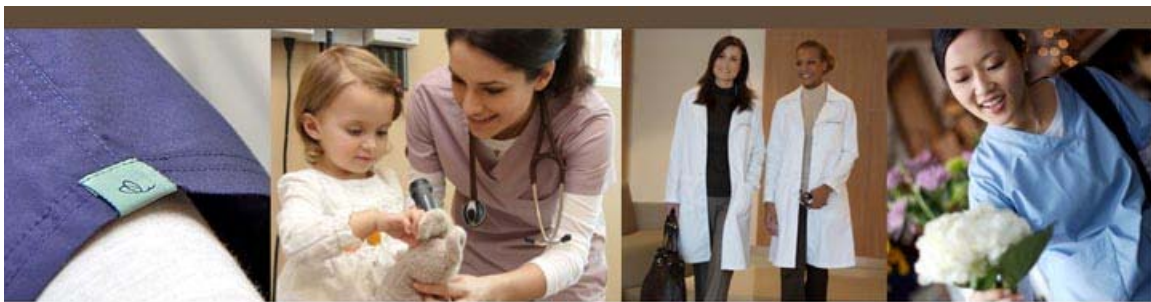


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Industry: [Apparel & Fashion](#)

**Press Release Summary: Opening Doors for Women's Self-Expression in the Workplace.**



Press Release Body: San Clemente, CA November 18th 2008 - Finally there is a much-needed breath of fresh air in the design of [womans scrubs](#) and [lab coats](#). Realizing that the style of this important and standard uniform has gone virtually unchanged for over 40 years, **Physician Assistant Lara Manchik** was inspired by the extraordinary women working in healthcare to fill this great need that has long been overlooked. Manchik along with former **Vera Wang designer Adrienne Catrina** are bringing a new look and utility updates that are helping women find a balance between looking fashionable and presenting the professional look that is necessary for the industry. The **Medelita** line of [clinician scrubs](#) and lab coats are

incorporating femininity and style in attractively tailored clinician wear that women will be excited to wear to work.

The challenge set out before Manchik and Catrina was to help women find a sense of self-expression and femininity in the scrubs and lab coats that are so much a part of their everyday lives. Yet allow them to fit in with the standards of a male dominated industry. Many of the new **Medelita** designs include first-time innovations for [nursing scrubs](#) and lab coats that not only bring some stylish twists to the classic design but will also make the lives of these medical professionals much easier.



The look is stylish yet professional. The design improvements made to the scrub tops include darting at the bust, tailored sleeves, and tapered waist and hips that give women modern lines and an attractive fit while keeping comfort in mind. The clinician pants feature a contoured rise and a subtle bootleg that gives them a slimming look. The attractive details and feminine colors, combine both fashion and utility while meeting the industry requirements. **Medelita's** groundbreaking use of comfortable and technologically advanced fabrics resist spills and stains, and help women present a fresh and clean appearance.

These exciting new design improvements are going to change the way women look medical scrubs and lab coats, as women working in healthcare have been redefining their identity and femininity in the work place. This fresh take on a familiar style is going to give women the professional look tailored to the female figure that they have been craving. With Lara Manchik's years of experience working in the ER, she knows women have been waiting for the practical innovations, modern style and flattering fit that will make life on the job easier and more comfortable.

**About**

Medelita is dedicated to the innovation of medical apparel and are changing the way healthcare professionals dress. They are the first makers of [clinician scrubs](#) and [lab coats](#) to use the revolutionary moisture-transferring Dri-release® and bacteriostat FreshGuard® microblend technologies by Optimer. These help keep women feeling fresh and the fabric feeling clean with the demands of long hours and grueling shifts. Made from 100% brushed cotton, hand-sewn in the U.S.A., the ultra-soft Medelita lab coats use the Advanced Dual Action Teflon® fabric protector developed by DuPont®. It resists wrinkling, repels liquid spills, and their use of High IQ® Easycare Plus by Huntsman keeps your professional wear looking new and freshly pressed longer.

**Medelita**

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