



**Street style hits the capital**  
**THE FIRST KILLER LOOP FLAGSHIP STORE OPENS IN ROME**

Rome, 10<sup>th</sup> March 2005. The first Killer Loop flagship store in Rome opens today in Via Tomacelli on the corner with Via del Corso. RAPTURE, the hip-hop and R&B TV programme presented by VJ Rido on the All Music channel every Thursday, will broadcast live from the store from 3pm to 5pm. The top Italian hip-hop stars will take turns at the console with live DJ mixes to keep the mood hot. The broadcast will also include surprise guests who'll add further excitement to the display of Italian rappers.

The Killer Loop brand targets a young audience and its collections of funky streetwear clothing and footwear have transformed it into an icon of a modern, dynamic lifestyle.

For further information: +39 0422 519036

[www.killerloop.com](http://www.killerloop.com)