

# THE STYLE PENTHOUSE

March 10, 2011

## MIAMI BEACH INT'L FASHION WEEK; FLORIDA'S EMERGING DESIGNERS

The 2011 Miami Beach International Fashion Week showcased the amazing talent working here in Florida. Florida's Emerging Designers and the top Miami designers showed on the runway .and may I say, impressive! You never know what beautiful talent is waiting for you in your own back yard.

Speaking as a stylist, my entire mantra of dressing in something original, that you're not going to find mass marketed, was brought to light when a celebrity I spoke with at an Oscar's gift suite 2 weeks ago. She wanted to make sure that the dress she chose to wear was a one-of-a-kind because, she was on a %Who Wore it Best? and lost. She never wanted to go through that again. I agree! Yes, big designers are fabulous, but don't miss out on brilliant designers whose name may not be a household word.

Let me introduce you to Florida's Emerging Designers



Somy Ali

Somy Ali of **So-Me Designs** for the No More Tears organization supporting women and children in need. So-Me takes a stand against intolerance through the aid of fashion. A designer with a social message for change and a big heart. She was a Humanitarian award winner at the Miami Mode & Music Awards, the finale event of Fashion Week.



Somy Ali



**Goo Roo Baby**

**GooRoo Baby** is a line designed for the tiniest of fashionistas with an environmental thoughtfulness. All designs are made from organic materials. No toxins, irritants or pollutants next to your baby's skin. Smart, kind and pretty darn adorable.



**Erin Healy**

**Erin Healy** is a Florida native from Jacksonville. Her line is a mashup of class, sensuality and on trend vibes. The cocktail dresses shown were beautiful and wearable in mixes of metallic and gorgeous embellishments to surprise you. Her peacock dress design is simply stunning.



Arefeh

Arefeh Mansouri brought us dresses you want to wear to your next party. Her line, **Arefeh Fashion**, is exciting and modern. Arefeh is a painter and sculptor as well as a designer. You see her artistic abilities throughout the line.



Zula Studios

Zula Khramov of **Zula Studio** has a high-end line of modern, edgy, fashion-forward views. Smart, sexy, sophisticated is their tag line. I agree, but would like to add original. You're not going to see her sense of style in every store at the mall.



Art of Shade

**Art of Shade** designers Kayce Armstrong and Anthony Heimann bring an artistic journey to their line. Inspired by their surroundings in the world, you see in their designs and the names of their collections. Innovative, forward thinking, sensitivity and sensibility.

Art of Shade won the Designers Choice Award at the Miami Mode & Music Awards, the finale event of Fashion Week.



**Cesar Rosario**

**Cesar Rosario** began his career as a bridal designer for the renowned Sposa Real store in Puerto Rico. His fall collection is elegant but sizzling. He creates for women who love to be women. Delicious gowns and hot separates.

***A view from the runway ~ Avery***

2011 Miami Beach International Fashion Week, Miami Fashion Week, Somy Ali, So-Me, GooRoo Baby, Erin Healy, Erin Healy Design, Arefeh Mansouri, Arefeh Fashion, Zula Khramov, Zula Studio, Art of Shade, Kayce Armstrong, Anthony Heimann, Cesar Rosario, MBIFW





Throngs of fashionistas and glitterati gathered in South Beach to attend the **Miami Beach International Fashion Week**, March 3-6, 2011. The designers were from a myriad of countries, which made for interesting and creative design aesthetics. I love new ideas, new attitudes, and new designers. There were showcases for Floridian designers, Jamaican designers, Latin American designers, emerging designers, and designers as far away as Serbia . all under one roof. Amazing.





Lingerie, Swimwear, Evening gowns and Pret-a-Porter, Menswear and collections with social, environmental, and cultural ties.



Live Entertainment

To keep us delighted, live entertainment was added to the mix.

The area outside of the drape+(runway) was filled with drinks, jewelry and accessory designers, student designers, sponsor offerings, and epicurean delights . all in a hot, sleek, South Beach only club ambiance. And lets talk parties. The after parties took place at some of the finest clubs in South Beach ..Plunge Rooftop at the Gansevoort, Arkadia at the Fountainebleau and Nikki Beach on Ocean Drive.

Fashion week was held in the perfect venue, the Miami Beach Convention Center. It is a lovely facility, surrounded by dozens of hotels, eateries, clubs and shops .and the beach is two blocks away.

If you missed it, you must make plans for next year's events. It is not just a fashion show, it is an experience.

Kudos to Beth Sobol, Founder of Miami Beach International Fashion Week and the Sobol-Perry Fashion Production team.