

March 10, 2011

Runway Recap: Miami Beach International Fashion Week

A look back at the Miami Style Showcase.



After much anticipation, **Miami Beach International Fashion Week** began on Thursday, March 3, 2011, at the spacious and stylish Miami Beach Convention Center. Recognized as one of the world's leading fashion events, MBIFW showcased around 50 designers from over 20 different countries. Joonbug did very little to hide its excitement leading up to the event, and even though it's over, we're still in awe over the incredible swimwear, couture, and ready-to-wear. What left us most impressed, of course, was the Miami Style Showcase, which featured Miami's best emerging designers. Missed it? Well, that's what we're here for, and nothing makes for a great runway recap like giant lollipops and dramatic head pieces. You'll see what we mean.

The Miami Style Showcase started with **Somy Ali** of **So-Me** designs. She began the show with a short film about her foundation, "**No More Tears**." The models strutted down the runway in stylized t-shirts, and trust us when we say t-shirts have never looked so good. One model notably donned a hijab (a head wrap worn by Muslim women), and the audience clapped loudly during the final line-up when all the models showed off Somy's HUMAN shirts.

Then came **GooRooBaby**, an organic and eco-friendly line for babies. Not only were the designs adorable, the toddlers really knew how to strut their stuff and got the crowd going. The clothes were accessorized with giant-sized lollipops, which we assume were the secret to keeping those babies up so late at night.

Art of Shade is another collection worth mentioning. The line was created by recycling & reusing fashion through resourceful manufacturing. Then there was Zula Khramov of Zula designs. Forget statement necklaces, we're into statement headpieces now thanks to her collection. Her beautiful dresses were accompanied by artsy headpieces that took our breath away.

Other designers who showcased at Miami Style Showcase were Cesar Rosario, Erin Healy, Arefeh Mansouri as well as Miami's own top designers Julian Chang, Samy Gitcherman, Nicolas Felizola and Peti Pois by Viviana G.