

BIZBASH

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Ballerinas, Awards, Local Designers Close Out Miami Beach International Fashion Week

Now in its 13th year, Miami Beach International Fashion Week—or Miami Fashion Week, as it was formerly known—continued to evolve this year, wrapping up four days of showcases and parties with the Miami Moda & Music Awards on Sunday night. With some 1,000 people in attendance, the event interspersed award presentations, fashion shows, and performances by recording artist Ria and the Miami City Ballet.

After the 18 dancers performed a selection from *Swan Lake*, the runway was turned over to Miami designers Julian Chang, Petit Pois by Viviana G, Cesar Rosario, Samy Gicherman, and Nicolás Felizola, who each showcased their "Black Swan"-inspired designs. Fashion week founder Beth Sobol said the aim of bringing the dancers and designers together was “to show the world the beautiful creativity, culture, and talent in all forms of the arts our city has to offer.”

Fashion week's new name recognizes the support of the Miami Beach Chamber of Commerce, said Sobol, who had previously held the event at Miami Beach hotels and in the Wynwood district. This year, in search of more space, she took the production to the Miami Beach Convention Center.

More than 50 designers from around the world participated in fashion shows and displays this year, with highlights including a Jamaica showcase, a swimwear show, and the Copa Airlines Showcase, featuring designers from Latin America.

Sobol's company, now known as Sobol-Perry Fashion Productions Inc., produced the this year's festivities, and plans to grow the event next year. The expansion will include a new trade show, increased educational efforts within the industry, and the production of events similar to Miami Beach International Fashion Week in other locations around the world.

Lights, sound, and staging for Miami Beach International Fashion Week were provided by Michael Designs, and A Joy Wallace Catering catered sponsor Goya's "Culinary Style Cafe." Other sponsors with booths at the show included Stella Artois, Barefoot Bubbly & Wine, Equinox, Copa Airlines, and Moroccanoil.

Antonio Calero, artistic director for Moroccanoil, designed all runway hair looks for the fashion shows and said the brand was proud to participate in the event because “it plays a special role in introducing the work of creative designer talent from Latin America and other parts of the world to new audiences here in the U.S.” Moroccanoil further leveraged its sponsorship by handing out product samples to fashion week attendees who visited their booth in the vendor area outside the runway space.

Sobol estimates that more than 10,000 people, including buyers and members of the media, attended fashion week over the course of the four days—a 27 percent increase over last year. Sobol was also pleased with the move to the convention center. “We look forward to hosting Miami Beach International Fashion Week there for years to come,” she said.