

Metro Velvet

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Miami Beach International Fashion Week 2011

THE RUNWAY OF SAND GETS READY FOR MIAMI BEACH INTERNATIONAL FASHION WEEK 2011



In our hard work to provide you the exclusive news in the fashion industry, we bring you the last one around the block, next week from Thursday March 3 to Sunday March 6, we will bring you exclusive web access to the most important shows during Miami's International Fashion week, we will bring the latest news, see who is in the hot elite spot in Miami, elite-socialite event pictures, where to be in Miami, and exclusive photos and interviews with international designers. Stay tune for our coverage!

WHAT'S MIAMI BEACH INTERNATIONAL FASHION WEEK AND WHO'S SPONSOR IT ?

Beth Sobol is known in Miami as president of Sobol-Perry Fashion Productions ,Inc. Founded in Miami in 1999 and with succesfull carrer as an international model, she has worked with some of the most influential people in the fashion industry, which lead her to provide this platform for Latinamerican designers and new talents in the industry here in Miami, to gain more international exposure Aaron Perry became part of this project with Beth, as managing partner Aaron is focused to choose and developed the best business partnerships as a matter fact to get global expansion.

MBIFW is considered one the world's premiere fashion week, in result of the diversity of designers from different parts around the world that go to Miami to show their collections.

To buy tickets or more information please visit:

www.miamifashionweek.com

Just a few days away from **MBIFW**, Sobol-Perry Fashion productions Inc. just released the sponsors for Miami Beach International fashion week 201, this year there will be three sponsors promoting the event .

STELLA ARTOIS

One of the sponsors is Stella Artois, once again the beer company has announce to be one of the sponsors for Miami Beach International fashion week. Stella Artois brewery is considered a legend since 1366 this beverage is one of the best selling Belgian beer around the world and it's considered "Supreme Quality & Worth", on it's farther differentiated long way on the though competitive industry Stella Artois it's been marketed in over 80

countries, during March 3-6 the beverage will be available to the audience in the Culinary Art Cafe at the Miami Beach Convention Center .

For more information visit:

www.stellaartois.com

EQUINOX

One of the other sponsor will be Equinox Fitness Club, the upscale growing opulent health & wellness vision of Equinox is committed and proud to show their tittle as "America's Healthiest Gym", Equinox club operates 50 affluent upscale full service clubs in New York, Chicago, San Francisco, Los Angeles, Miami, Boston, Dallas, and DC. The company offers the best program services & products related to health and wellness. The services offered include strength and cardio training, fitness class, spa services, apparel, food and juice bars. Equinox is considered one of the company's that likes to offer the best quality service and as a fact, they developed more than a service, a lifestyle with the most innovated and lavish service.

Equinox will be giving the best services to the public, staff and to the models that will attend to Miami International, their services will include a relaxation lounge for massage therapist to please guests with different kind of treatments, there will be also a juice bar that will serve fruit -vegetable natural juices and shakes along offering the best rewards and prices to new clients who would like to be part of the Equinox experience.

For more information visit:

www.equinox.com

MOROCCANOIL

And last sponsor for Miami International fashion week is MoroccanOil. The company is considered one of the leaders in luxury professional argan-oil infused styling and extremely professional haircare conditioning products. Its also one of the favorite products among editorial stylist, fashion, celebrities, film and television. The most interesting work behind MoroccanOil product process takes place in the southern region of Morocco, in where argan oil is harvested under a free trade program that provides substantial socio-economic support for thousands of families and also helps to improve the working conditions of rural women.

MoroccanOil products can be found in the most exclusive fine hair salons around the world. This innovating styling finishing and conditioning hair product will be contributing stylists and providing products during fashion week.

For more information visit:

www.moroccanoil.com