

March 31, 2011

## Miami Beach International Fashion Week concludes its 13th year



*Miami Beach International Fashion Week celebrates its largest event to date at the Miami Beach Convention Center.*

Sobol-Perry Fashion Productions, Inc. concludes the 13th annual Miami Beach International Fashion Week held at the Miami Beach Convention Center March 3-6. This year's presenting sponsor was MoroccanOil, the luxury professional brand of hair styling, conditioning and finishing products, and participating sponsors included Goya Foods, Equinox, Stella Artois, Copa Airlines, Barefoot Bubbly, Icelandic Glacier and Yahoo! Hispanic Americas. Fashion week was the largest to date, showcasing 60 designers from 22 countries, hosting seminars for the fashion industry, providing live music performances each evening, announcing the designers and student competition winners, and introducing the top chefs in the VIP Culinary Style Café. These chefs included; Casa D'Angelo's Angelo Elia, Ceterplate's Jonathan Barnett, Baru Urbano's Alberto Bogado, Goya Foods Fernando Desa.

Antonio Corral-Calero, MoroccanOil Artistic Director, designed a virtuoso collection of beautiful runway hair looks for the collections including evening, Pret-A-Porter, swimwear and lingerie as well as looks for the Miami Designer and Latin Fashion Council showcases. Highlights included elegant updos, innovative chignons and glamorous longer styles. All reflected the growing runway and editorial trend towards smoother, shinier and well-conditioned hair textures. MoroccanOil products were used to create the styles.

Opening night of this prominent fashion event started with the Lingerie and Swimwear Showcase. Designers included Zella Machado, Eugene Jones, Kanomi, Sambarela, De Lancret, and MaddSexy Lingerie revealing some of their most ravishing pieces down the runway. Opening Prelude also took stage with emerging designers; Somy Ali, GooRoo Baby, Erin Healy, Arefeh Mansouri, Zula Khramov, Art of Shade and Cesar Rosario as they showcased their elegant collections. The evening closed with the Miami Style Showcase featuring Miami's top designers Julian Chang, Petit Pois by Viviana G., Samy Gitcherman and Nicolas Felizola.

The second evening continued with success on the runway as Jamaica took center stage featuring designers POSHE by Camesha Powell, Julian by Juliette Dyke, and the Jamaican Collective, also making their appearance on the runway was Jamaica's Mission Catwalk designer competition finalists, Shenna Carby and Ayanna Dixon. The Caribbean designers featured an array of colorful designs. The Men's Showcase for the evening featured Mauricio Alberino, Robert Flores, Bata Spasojevic and the internationally known brand Girbaud. The night closed with a luxurious International Eveningwear Showcase featuring elegant collections by Rocky

Gathercole ó Dubai, Franco Montoro ó Venezuela, Patuna Bushyhead ó Republic of Georgia, Damaris Rubio ó Dominican Republic, and Baron Levon Siamanto ó USA.

Saturday evening, Boston Proper along with LUXXE Collections, Mariela Allaix, Marina Makaron, showcased their eccentric and ready to wear apparel in the Prêt-A-Porter Style Showcase. Following was sponsor, Copa Airlines Showcase. This runway extravaganza showcased designers from Latin America including Eduardo Gonzalez ó Colombia, Caludia Bertolero ó Peru, Federico Visuetti ó Panama, Giovanni Scutaro ó Venezuela and Marcelo Quadros ó Brazil. The Latin inspired evening concluded with the Latin Fashion Council Showcase featuring emerging designers Blue Island by Madelaine Morel, Paulina Anda, Ana Carolina Valencia, and Paulina Bedoya.

The final evening of this year's Miami Beach International Fashion Week was hosted by television and radio hosts Brian Andrews and Ileana Garcia. It included the designer's awards presented by Tiffany & Co., an excerpt of Swan Lake performed by the senior students of the Miami City Ballet Academy and a special runway event, "Black Swan by Miami Designers."

The following designers were honored with a Tiffany & Co crystal award during the Miami Moda and Music Awards Sunday evening; International Rising Star Bata Spasojevic from Serbia, Mariela Allaix from Argentina for the Prêt-A-Porter Style Award, Giovanni Scutaro from Venezuela for the Excellence in Eveningwear Award, Mauricio Alberino from Italy for the Men's Style Award, Marcelo Quadros from Brazil for the Victoria Puig de Lang International Style Award, Sviatlana for the Top Model of the Year Award, Dafne from France for the Tiffany Jewelry Design Award and taking home the Designers Choice Award was Florida native, Art of Shade.

Other awarded recipients at the 2011 Miami Beach International Fashion Week included Miami Fashion Week Foundation's competition winners. The students and emerging designer who were awarded include: Martha Landry from the USA, Javier Topete from Mexico, Nicola Ferguson from Wales, Rachael Lee Yen Yii from Malaysia, Maria Hamilton from the USA and Onder Ozdak from Turkey.

"Being back in Miami Beach was the perfect way to celebrate this year's fashion week," says Beth Sobol, president and founder of Miami Beach International Fashion Week. "Alongside my managing partner, Aaron Perry, we would like to thank all of this year's participants including our special guests, sponsors, designers, models, international press and volunteers for making this event truly memorable."

Sobol-Perry Fashion Productions Inc. looks to expand in 2011 with additional fashion events and a trade show component that will soon be introduced into Miami Beach International Fashion Week.

#### **ABOUT MIAMI BEACH INTERNATIONAL FASHION WEEK:**

*Beth Sobol, president and founder of Sobol-Perry Fashion Productions, Inc., founded Miami Beach Fashion Week® in 1999 following a successful career as an international fashion model. She has worked with some of the fashion world's most influential designers and producers to launch Miami Beach International Fashion Week and provide a platform for designers from all over the world to gain global exposure. In 2010, Aaron Perry joined forces with Beth Sobol as managing partner. Aaron's focus is the development of strategic business partnerships and a global expansion of the Miami Beach International Fashion Week brand. He is currently spearheading efforts to add a trade show component to the 2012 Miami Beach International Fashion Week scheduled as well as other new shows and product lines associated with the brand.*

*During the past 13 years, Miami Beach International Fashion Week has evolved into one of the world's premier fashion events spotlighting designers from Europe, USA Canada, the Caribbean, Middle East and Asia, as well as the largest showcase of Latin American design talent in the United States. For information, visit [www.miamifashionweek.com](http://www.miamifashionweek.com).*