



The Relentless Pursuit of Results

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Fashion In Detroit readies for round 2, next event set for March 19-20

November 19, 2009, Birmingham, MICHIGAN – In just two days last month, **Fashion In Detroit** left an indelible mark on Michigan, proving once and for all that cutting edge fashion is alive and well in the Midwest and our creative community, too, deserves national notice.

The high style event shows no signs of stopping. Organizers have announced the second Fashion In Detroit events are set for Friday-Saturday, March 19-20 at Shed 3 in Detroit's Eastern Market.

Set to rival more established Fashion Week events in such stylish cities as New York and Los Angeles, Fashion In Detroit drew a crowd of more than 1,000 on Oct. 1-2, to the Detroit Zoo, in Royal Oak, Mich. Related events like the elegant AfterGlow welcomed more than 1,200 people. Fashion In Detroit provided more than \$16,000 in cash and in-kind donations to local charities and non-profit organizations – all in the name of fashion.

“We did what we set out to do,” said Karen Buscemi, host of Fashion In Detroit and a member of the executive committee. “We put Detroit on the map as a place to go for fashion.”

Fashion In Detroit achieved its goal of spotlighting Michigan talent and breaking the boundaries of a primarily automotive manufacturing past. This came as little surprise to the event's creators, a team comprised of Detroit's heaviest hitters in fashion, beauty and event management.

Those executive committee members are *Project Runway*'s Joe Faris, a Troy resident; Leslie Ann Pilling, president of Presence II Productions and Leslie Ann Pilling Design; Rino Marra, owner of Birmingham's FIGO salon; Karen Buscemi, editor of *StyleLine* magazine; Lians Jadan, international fashion photographer and co-owner of LM Studios; and K'Kio Hardin, international designer/art director.

“Fashion in Detroit has elevated the standards for all fashion shows here in Michigan,” said Rino Marra. “It has really made an impact on the entire fashion community here. We plan to keep that momentum going and to surpass the high standards we set in October during our second event in March.”

By moving Fashion In Detroit within Detroit's city limits, the event stands to embrace the Motor City in an even more profound way.

Fashion in Detroit will again donate a portion of the proceeds from ticket sales to a local charity. This time around the recipient is Forgotten Harvest. And a local designer will receive a grant to participate in the show. For more information about Fashion In Detroit, to learn about sponsorship and advertising opportunities or to see the updated designer list, visit www.fashionindetroit.com, call 248.677.1769 or email info@fashionindetroit.com.

To schedule an interview regarding Fashion in Detroit, contact Jim Miller at millerj@publicityworkspr.com or Stephanie A. Casola at scasola@publicityworkspr.com or call Publicity Works at (248) 691-4466.

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