

Fashion in Detroit showcases local designers

Ursula Watson / The Detroit News

Those who are wild about [fashion](#) were at Fashion in Detroit at the Detroit Zoo. The two-day event, which began today and ends Friday, features models strutting the runway wearing clothes by local and famed designers including Kid Rock's Made In Detroit, the edgy collection by Betsey Johnson and the classic designs of Farmington Hills-native Peter Soronen. Soronen designs have been worn by various celebrities and first lady Michelle Obama.

Another famed haute couture designer and Michigan-native is Kevan Hall, whose [clothes](#) closed out today's event. The graduate of Cass Technical High School in Detroit went on to study at California's Fashion Institute of Design and Merchandising.

Hall's glamorous designs have graced the bodies of some of Hollywood's brightest stars such as star Tina Fey, Anne Hathaway, Katherine Heigl, Vanessa Williams, Christina Ricci and Kimora Lee Simmons.

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Hall will also host a trunk show at Birmingham's Roma Sposa on Saturday, where he will be showing his evening collection as well as debuting designs from his 2010 bridal line.

Now based in Los Angeles, Hall took time from a day filled with fittings on Wednesday to talk to The Detroit News.

Why did you decide to participate in Fashion in Detroit?

I was asked to participate by my friend who owns Roma Sposa, Anna Roselli. Plus I thought it would be a great opportunity to show support for the city (Detroit), create some excitement and encourage people to feel good about fashion.

How would you describe Detroit's style?

It is a mixture, taking various elements and putting them together in a sophisticated, urban way and the use of great accessories such as hats or caps.

Are there any up-and-coming Detroit designers that show promise?

I am not completely familiar with the talent emerging at the moment, but there have been some incredible designers from Detroit like Tracy Reese, who also went to Cass Tech, and Anna Sui. Certainly there is great talent that comes from Detroit, and I hope there will be a new generation to emerge and claim their spot.

What can people expect during the trunk show at Roma Sposa ?

They will see a full collection which includes great [blouses](#) that a woman can wear with a pair of jeans she owns. They will see beautiful well-cut trousers and dresses to lunch in or wear at a cocktail party. There will also be dresses for black tie events such as for the mother of the bride or to attend special occasions such as a bar mitzvah. They will see the breadth of Kevan Hall.

What makes your work stand apart from that of other designers?

I think it starts with beautiful fabrics. I search the world for fabrics that are special and unique, tactile and evoke emotion. I am known for my sense of

color. I mix colors and select colors that are rare. Next would be the cut. My clothes are for real women -- not prepubescent girls -- but women with curves.

When did you first discover your love of fashion?

I was a child. I think it was going shopping with my mom and being exposed to beautiful things at a young age. My parents loved beautiful things and clothes. There were so many great stores in Detroit. I would take it all in. Also Motown was an influence. Seeing all those young people on TV incredibly turned-out (dressed) such as the guys in the Temptations, wearing crisp tailored suits and the beautiful girls like Martha Reeves, Diana Ross and Mary Wilson looking fantastic.

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Michigan-native is Kevan Hall, whose clothes closed out Thursday's Fashion In Detroit Spring/Summer 2010 at the Detroit Zoo, said he participated in the event because it was a "great opportunity to show support for the city (Detroit), create some excitement and encourage people to feel good about fashion."

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More information

Kevan Hall

10 a.m. -- 5 p.m. Saturday
Roma Sposa
708/722 North Old Woodward, Birmingham
Call (248) 723 4300 or visit
www.romasposa.com

Fashion in Detroit

1-6 p.m. Friday
Detroit Zoo
8450 W 10 Mile
Royal Oak
Tickets \$75 or \$140 for two days

Afterglow Party

8 p.m.-2 a.m. Friday
Stage 3 Productions, 27500 Donald Court,
Warren
Tickets \$50; \$185 for two-day fashion event
and afterglow party
Information: www.fashionindetroit.com

Peter Soronen

Soronen will be showing his new P.S. by Peter Soronen line along with pieces from his namesake collection from noon to 4 p.m. Friday at the store, Tender, 271 West Maple, Birmingham. Call (248) 258-0212 or www.tenderbirmingham.com.

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