



The Relentless Pursuit of Results

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Tickets now available for Fashion in Detroit Afterglow Oct. 9

September 18, 2009, Birmingham, MICHIGAN – The Motor City is set to make its mark as the next American fashion capital during Fashion in Detroit, Oct. 1-2 in Royal Oak. But the two-day fashion extravaganza created by *Project Runway*'s Joe Faris won't end after the final look leaves the runway.

The public is welcome to attend the official Fashion in Detroit Afterglow, from 8 p.m. to 2 a.m. Friday, Oct. 2, at Stage 3 Productions, 27500 Donald Ct. in Warren. The 40,000 square-foot film studio will transform into two distinct settings. In one room, dedicated to Rock City's very roots, you'll find 15-foot-tall towers coated in plants, and onstage, live performances by headliners Dirty Americans and music by Tripper and Next Exit.

Wander into another room, coated in stark contrasts of black and white, and you'll find a DJ spinning before a green screen and performances by Detroit Flyhouse, an aerial yoga performance troupe in the elaborate style of Cirque du Soleil. The VIP area will take on an ice blue serenity against the white backdrop found behind flowing curtains.

Revelers will be treated to an unforgettable night filled with food, an open bar, and a crowd glittered with the fashion industry's top names. Some of the area's hottest restaurants and restaurateurs will be featured, including Matt Prentice Restaurant Group, Mon Jin Lau, Tre Monti and desserts by The Cupcake Station.

"Fashion in Detroit is bringing together some of the best designers in the state and across the country to shine a light on our city as a hub for fashion and entertainment," said Joseph F. Yamin, an organizer with FID. "We're inviting everyone to be a part of it."

The Afterglow gives metro area fashionistas a chance to mingle among some of the hottest area designers and tastemakers from across the country. It serves as the final celebration of Fashion in Detroit, which features 12 runway shows highlighting Spring 2010, set on the tented grounds of the Detroit Zoo. More than 500 guests are expected. *Styleline*'s Karen Buscemi will host the event, all set to music by some of Detroit's hottest artists. "As excited as I am to see the national designers, I am even more excited for the local designers who have an opportunity to show their work and get their names out there," said Buscemi.

From volunteers interested in learning more about the industry to a student show featuring talent from Northwood, IADT and Wayne State universities, to a design competition and a Lifetime Achievement Award, Fashion in Detroit brings the city's creative forces together – on one runway. Wire Image will capture the events as they happen, sharing photographs with media across the globe.

A portion of the proceeds from Fashion in Detroit will go to Danialle Karmanos' Work it Out, a foundation against obesity. A donation will be made to the Detroit Zoo in the name of this year's Lifetime Achievement Award winner.

Tickets to the Fashion in Detroit Afterglow are \$50, please visit www.fashionindetroit.com for more information about Fashion in Detroit.

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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