

Zoo hosts fashion extravaganza

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ROYAL OAK - Fashion In Detroit - a fashion extravaganza created by Project Runway's Joe Faris of Birmingham - makes its debut in a tented, high-end setting, Oct. 1-2, at the Detroit Zoo in Royal Oak.

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"My purpose for spearheading this event is to put a fashion spotlight on Detroit and create a venue that fills the needs of many locally-based designers and the Detroit fashion community," said Faris, who will be showing two lines.

The two-day event will include 12 fashion shows by premier designers, a VIP private reception, an afterglow bash with a top-name rock concert and "Made In Michigan" product displays. Each day's admission ticket includes six fashion shows, gift bags, a souvenir guidebook/lookbook and other fun surprises.

Situated between the dates of New York Fashion Week and LA Fashion Week, Fashion In Detroit will feature top models showcasing the best designs of Spring 2010 on a 60-foot runway in a spacious tent with VIP seating, risers and standing room for 500 guests.

StyleLine's Karen Buscemi will host the event, with music by some of the hottest artists from Detroit.

In addition to creating a fashion event, the FID executive committee wants to help make a difference for Michigan.

A portion of the proceeds from ticket sales will go to a local charity, plus a grant will be presented to one local fashion designer.

Recognition will also be given to one person who has made a difference in the Detroit fashion community, with a donation in his or her name presented to the Detroit Zoo.

For more information, to learn about sponsorship and advertising opportunities or to see the updated designer list, visit www.fashionindetroit.com, call (248) 723-9770 or

e-mail info@fashionindetroit.com.