

**FOR IMMEDIATE RELEASE**

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**ANNUAL KANSAS CITY OUTDOOR FASHION SHOW CELEBRATES TEN YEARS**

**Crossroads Arts District's *West 18th Street Fashion Show* features a nationally talented cast for its tenth anniversary event**

Kansas City, MO – May 26, 2010 –The designers of the West 18<sup>th</sup> Street Fashion Show may be emerging, but their credentials read like a “who’s who” of the art and design world.

Returning designer, Jovana Mirabile (NYC)– a current student at Parsons School of Design– is an intern for global fashion superstars **Diane Von Furstenberg** and **Michael Kors**. Perennial favorite, Kansas City-based designer Peggy Noland, just completed the gig of dressing **Lady Gaga**'s back-up dancers for her current Monster Ball world tour and was recently featured in the London publication, **Dazed and Confused**. And local boutique owner, Peregrine Honig, of the *Birdies* collection, is sure to wow television airwaves beginning in June when she is one of fourteen artists featured on the upcoming **Sarah Jessica Parker**-produced **Bravo** reality show, “Work of Art.”

It's not just the veteran designers who offer up impressive resumes. Newcomers Kaylin Hertel and Jamilah Knight count internships with designer **David Rodriguez** and fashion publication **Marie Claire** among their early fashion career highlights. Designer Faith Evangeline boasts model **Mia Tyler** as a regular client when she's not managing her jewelry line that is featured in thirty-three international boutiques. And designer Erica Voetsch is a recipient of the **American Vision Award**, along with the likes of **Andy Warhol**.

“The credentials of our designers are amazing. That these local designers leave Kansas City to gain such notable experience and continue to return to the 18<sup>th</sup> Street runway is a testament that our event is not just totally one-of-a-kind, but is high-caliber enough to compete with the world of high art and fashion,” says Producer and Music Director, Mark Southerland.

This year's free, outdoor event, *A Decadent Summer*, will be held at dusk (8 p.m.) on the evening of Saturday, June 12, 2010. This outdoor fashion show– which draws over 2000 spectators– is held on the block of West 18th Street, between Wyandotte Street and Baltimore Avenue.

The event is free and open to the public, with a limited number of VIP and Patron seats available for purchase.

For additional information visit [www.westeighteenthstreet.com](http://www.westeighteenthstreet.com) or contact Ashlee Broome at [18thstreetfashionshow@gmail.com](mailto:18thstreetfashionshow@gmail.com).



## **About the West 18th Street Fashion Show**

The West 18th Street Fashion Show is an annual fashion show in Kansas City, generally held on a Saturday night in June, at dusk. Each year, the event organizers and a credentialed selection panel choose 18 designers from a large pool of applicants to be featured designers. It is a free event held outdoors in the middle of 18th Street in the Crossroads neighborhood of Kansas City, Missouri, on the block between Baltimore Avenue and Wyandotte Street. It is no coincidence that the event is held on 18th Street, which has become a hub of art and fashion in Kansas City. Take a stroll down 18th Street, and on any given day you will no doubt see artists, musicians, funky fashion, and eclectic local boutiques such as Birdies, Spool, Peggy Noland, and YJ's Snack Bar.

Since its inception in 2001, the goal of the West 18th Street Fashion Show has been to showcase emerging talent in the Kansas City fashion scene by providing a new and creative platform. Through the years, the production value has grown exponentially, but the outdoor street setting, eccentricity and beauty of the event endures. Ask anyone, the annual West Eighteenth Street Fashion Show has become part of the fabric of our city, contributing greatly to the cultural value of our burgeoning downtown and Crossroads arts community.

The West 18<sup>th</sup> Street Fashion Show is hosted by the merchants of West 18<sup>th</sup> Street led by Birdies Panties and Swimwear Boutique, and is completely funded through the generosity of local businesses and donors.