

Fashion Interaction

Shopping Party/Showroom Event

Tuesday, September 21st, 2010, 11am-9pm

Avenue Loft, 15 West 28th Street (5th and Broadway), 10th floor, NYC

Contact: April Joy Miala, aprilmiala@gmail.com 850.212.5269

For Immediate Release:

(September 8, 2010, New York) Presenting “**Fashion Interaction**” by **Art For Progress**, www.artforprogress.org, nineteen talented “under-the-radar” clothing and accessory designers will showcase their latest collections on Tuesday, September 21, 2010. All pieces will be for sale in a free, all-day shopping party/showroom event. Retailers and buyers are welcome, as spring 2011 collections will also be available for private, wholesale transactions.

“**Fashion Interaction**” will take place at **Avenue Loft** (www.avenyc.com), an elegant, private event space in Chelsea with breath-taking views. This is a diverse collective, where one can find lines ranging from eco-conscious, affordable clothing, to luxury-level originals. Many items are one-of-a-kind, and all the designers will be present to interact and explain their lines in detail with the shopping patrons.

“**Brunch, Jazz and Bellinis**” will kick off the day at 11am, followed by 10-minute massages from **Julia Webb Massage Therapy** (www.juliawp.com). Beauty expert **John Henry Edington** will perform mini makeovers and provide the latest fall make-up tips from 2-4pm. Professional fashion stylists will provide personal shopping from 4-6pm. After 5pm musicians **Barry Komitor** and **Abby Bernstein** will perform, then DJs Brett from Boundless and DJ Jago will spin. People will enjoy **Jessica Lugo** cupcakes, and wine tasting from **Winerium** (www.winerium.com). Special gift bags will be available.

Art For Progress, a **501(c)3** non-profit organization founded in 2004, is comprised of international artists, designers, film makers, DJ's, and musicians. AFP provides artists with multiple benefits, supportive services, and exposure both on-line and at special events, while also providing arts education to NYC public school kids.

Go to www.artforprogress.org for full event details.

Avenue Loft (5th and Broadway) is accessible from the N, R, & 9 trains at 28th St.