



For Immediate Release:

"Ask The Experts" in Fashion Design - Meet & Greet Party For Area Students

Willoughby- February 22, 2011 - My Song Boutique, in conjunction with The DiVine District coalition, BMA Media, FashionTVNetwork.com, FGI (Fashion Group International), Virginia Marti College of Art & Design, Style DNA and more is hosting a "Meet & Greet" event featuring local Fashion Design Professionals.

The "Ask The Experts" Party is March 20, from 3:00 - 5:00pm at BMA Media 4091 Erie Street, Willoughby and is in concert with the Winner's Party for our *Redefine The Design* contest for area students. This contests has allowed aspiring Designers to take an existing garment and redesign it in their own vision. Final submissions are due by March 12 and 10 finalists will be displayed at BMA Media in Downtown Willoughby for public silent auction bidding the week of March 14-19. The Designer whose redesign commands the highest bid will win an internship at My Song Boutique with our R.J. Luna Designers and their school will win 50% of the bid for their Art Department. As well, a "Best of Show" award will be presented for one design, which will be judged by a panel of Cleveland area fashion industry professionals.

The "Ask The Expert" Party will host real life Fashion Industry Professionals from Designers to Runway Show Producers and will include; FashionTVNetwork.com, FGI, Virginia Marti College, Style DNA, Fashionably Cleveland and more. The panel will be present for a "meet & greet" to allow students to inquire and learn more about fashion opportunities and education right here in North East Ohio!

"The event is FREE and open to all students who are interested in discovering how to pursue a career in the Fashion Industry," says Jackie Bertolette, Co-Owner of My Song Boutique, Designer for R.J. Luna and Co-Founder of The DiVine District coalition. "This will be a unique opportunity to mingle with people currently working in the industry and inquire about their experiences, education and career paths."

BMA Media will show the 10 finalists in the *Redefine The Design* contest the week of March 14-19 and bids on your favorite design can be placed at My Song Boutique! Students interested in attending the "Ask The Experts" Party may contact My Song Boutique for further details. Help us inspire young talent in Cleveland! More information at www.mysongboutique.com or www.thedivinedistrict.com or by phone at 440.918.1480.

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