



For Immediate Release:

Project Runway Inspired Fashion Design Contest For Area Students

Willoughby- February 5, 2011 - My Song Boutique, in conjunction with The DiVine District coalition, BMA Media, Fashion TV Network, FGI (Fashion Group International), Virginia Marti College of Art & Design, Style DNA and more is hosting a Project Runway style Fashion Design contest for local middle, high school and college students. The contest, *Redefine The Design*, will allow aspiring Fashion Designers the opportunity to showcase their talents.

Contestants in the *Redefine The Design* contest will take an existing garment and redesign it in their own vision. Original designs will be picked up February 18 & 19 at My Song Boutique and the students will have three weeks to complete their design. Final submissions are due by March 12 and 10 finalists will be displayed at BMA Media in Downtown Willoughby for silent auction bidding the week of March 14-19. The redesign that commands the highest bid will win a V.I.P. pass to My Song Boutique's next Fashion Show and an internship with our R.J. Luna Designers. As well, the winning designer's school will win 50% of the winning bid for their Art Department.

A "Best of Show" award will be presented for one design, which will be judged by a panel of Cleveland area fashion industry professionals. As well, Fashion TV Network, FGI, Virginia Marti College, Style DNA and more will be present for a "meet & greet" at the winner's party to allow the youngsters to inquire and learn more about fashion opportunities and education right here in North East Ohio!

"This is an exciting way to inspire young talent," says Jackie Bertolette, Co-Owner of My Song Boutique, Designer for R.J. Luna and Co-Founder of The DiVine District coalition. "As well, this is an opportunity to learn more about Cleveland's contributions to fashion around the world."

Stop by BMA Media to see the 10 finalists in the *Redefine The Design* contest the week of March 14-19 and place your bid on you're favorite design! Students interested in participating should contact My Song Boutique. Help us inspire young talent in Cleveland and support Art education programs in area schools! More information at www.mysongboutique.com or www.thedivinedistrict.com or by phone at 440.918.1480.

Contact:
Jackie Bertolette or Rebecca MacMillan
My Song Boutique
The DiVine District
37920 Vine Street
Willoughby, OH 44094
Jackie@mysongboutique.com
440.918.1480

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