

LGN presents 'A LA MODE' – A fashion showcase dedicated to supporting new designers

By La Geneve

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After two years of directing and managing major catwalk shows for private and global clients, La Geneve North (www.lagenevenorth.co.uk)are proud to present their Independent catwalk show "A La Mode".

Be the first to see the Spring/Summer 09 collections of some of the UK's most outstanding emerging designers. 'A LA MODE' will take place on the 6th March 09 at the renowned creative Arts venue 'The Rich Mix' in Brick Lane.

The show aims to ensure designers taking part gain greater exposure and key contacts to help take their businesses to the next level. With the increase of established buyers being more open to stocking emerging UK designer collections, this is the perfect opportunity for Independent designers to get their brand out there and market themselves. Suzanne Burstein, Owner of www.feathersfashion.com recently highlighted that she is open to new design talent. "Going forward we'll be concentrating on the London scene in terms of designers".

Designers showcasing their collections on the night include award winning designer Danielle Morgan, Thandie Olivia, Veronique Couture, Danielle Scott (Opal Orchid Black) and Maria Cuji.

The entertainment line up includes an exclusive live performance from Ellements Entertainment Group and more.

Guests attending the event include buyers, press, journalists, PRs and other fashion professionals and enthusiasts.

Sponsors supporting the event include L.A Sugar and Vanessa Blake cosmetics.

The after party will be held at an exclusive central London venue.

ENDS

For further information contact:

Buyer and Press queries – theresa@lagenevenorth.co.uk

Event information and ticket purchases – info@lagenevenorth.co.uk

Tickets are £12 in advance for members of the public wishing to attend.

Notes to editors:

About La Geneve North:

La Geneve North Initially launched in 2006 as an ezine with a mission to "inform and entertain local fashion and lifestyle enthusiasts through presenting them with an exciting mix of high quality fashion and lifestyle content". After discovering the majority of La Geneve North subscribers were emerging fashion inspiring entrepreneurs, La Geneve North decided to turn its editorial focus on featuring articles which engaged the newly discovered fashion entrepreneur reader. In 2007 La Geneve North launched its series of services which included fashion show directing/managing for emerging/Independent International

designers.

Since the emerge of its event management launch, La Geneve North have directed and managed Catwalk shows for numerous high profile clients .

Events directed by La Geneve North have been featured in various prominent publications and opened many doors for emerging UK and International designers.

Visit: www.lagenevenorth.co.uk

About L.A Sugar:

A fabulous brand with a boutique in Carnaby Street that exclusively draws together a desirable hybrid of L.A.'s hottest womenswear fashion brands all designed and produced in L.A. The collections are full of sass and style with a knock-out celebrity fashion pack following including Lindsay Lohan, Nicole Richie, Christina Aguilera, Paris Hilton, Cameron Diaz, Eva Longoria, and the 'Sex and the City' stars.

Visit: www.la-sugar.com

About Vanessa Blake:

A high end cosmetics brand designed to enhance every shade (skin tone) and personality. Their cosmetics range fully embraces the uniqueness of every skin shade.

Visit: www.vanessablake.co.uk

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An online womens lifestyle magazine offering a range of services. These include fashion show production, coordination and management.

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