

Hues of Ego Taking Over the Runway at Phoenix Fashion Week

Local Emerging Designer Reveals Spring/Summer 2016 Collection

SCOTTSDALE, Ariz. - Sept. 18, 2015 - [PRLog](#) -- Natasha Duran Lynch, designer of Hues of Ego (<http://www.huesofego.com/>), is only two weeks away from unleashing her upcoming Spring/Summer 2016 collection on runway at Phoenix Fashion Week (<http://www.phoenixfashionweek.com/>) on October 1 – 3, at Talking Stick Resort. She is vying for the title of Designer of the Year and is excited to share her inspiration and new designs. “I want customers to see my collections and think, ‘wow, I just have to have that,’” says Natasha. “I want my pieces to be lifetime pieces that you always keep forever.”

“Phoenix Fashion Week’s ultimate goal,” according to Executive Director, Brian Hill, “is to garner global exposure for Arizona’s fashion industry.” This year’s Phoenix Fashion Week will feature over 27 high-energy fashion runway shows from locally and internationally recognized designer brands with the highlight being the 13 emerging designers. They will be showing their 12 piece/look collections along with accessories sported by the Top 40 Models who are also competing for Model of the Year. In addition, attendees can browse and purchase from select designers, represented boutiques, and other fashion industry retailers in the Style Villa, which is a mainstay for Phoenix Fashion Week.

Get your tickets while they last and before they sell-out. EVENT TICKET INFORMATION: Tickets for Phoenix Fashion Week start at \$45 for ‘Style’ seating (general admission) and range to \$225 for ‘VIP Front Row’ seats and ALL tickets allow access to the Style Villa shopping area and (1) night of runway shows. Tickets can be purchased at www.PHXFW2015.eventbrite.com (<https://www.eventbrite.com/e/phoenix-fashion-week-talking...>).

Natasha Duran Lynch recently finished her Fashion Design & Merchandising education at Collins College. With Hues of Ego, Natasha takes the dark subject of having an “Alter Ego,” and brings light to it by transforming each of her designs to encompass the woman’s inner being. Through Natasha’s dual attention to both simplicity and detail in each of her designs, Hues of Ego strives to “Unveil the Bolder Inner You” for the multifaceted woman.

In 2011, Natasha won the T-shirt design Scholarship award through Phoenix Fashion Week, and in 2013 she was one of the top 4 finalists in the Little Black Dress Challenge.

Hues of Ego’s 12-look collection will be featured on the night of Saturday, October 3rd, 2015 at Talking Stick Casino & Resort. Natasha is excited to showcase her collection with an intensely compacted runway show. Natasha states “I have a few surprises up my sleeve; I hope to influence the crowd with my vision of detailed simplicity meets the bolder alter-ego”.

For more information about Hues of Ego please visit her website at www.huesofego.com or www.Facebook.com/huesofego , www.Twitter.com/huesofego , www.Instagram.com/huesofego

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ABOUT HUES OF EGO

Hues of Ego is a woman’s contemporary line that is designed with a unique perspective for today’s multifaceted woman. Hues of Ego’s mission is to bring life to the imagination and alter ego of the ultimate woman who wants to express herself through unconventional and unique visions. These bridge the senses

from all perspectives utilizing clothing as art that transforms women and magnificently displays the inner beauty. Hues of Ego hopes to continue to grow and be able to become a brand that woman can look to as a staple in their closets.

ABOUT PHOENIX FASHION WEEK

Phoenix Fashion Week is the leading fashion industry event in the Southwest. The organization's mission is to bridge the gap between national and international designers and premier retailers and top fashion media. Phoenix Fashion Week's ultimate goal is to garner global exposure for Arizona's fashion industry. Through educational fashion seminars, year-round fashion events, and charitable partnerships, Phoenix Fashion Week is gaining rapid acclaim for its community-service efforts and for infusing world-class innovation into the Southwest. For more information, visit: www.phoenixfashionweek.com

Follow Phoenix Fashion Week on Twitter @PHXfashionweek. We encourage followers to use Phoenix Fashion Week's official twitter hashtag **#phxfashionweek #designeroftheyear #modeloftheyear** for this event

ABOUT TALKING STICK RESORT

Talking Stick Resort™ is a luxurious Four-Diamond Scottsdale resort with one of the largest casinos in Arizona at nearly 300,000 square feet. Guests can enjoy the panoramic view from the award-winning Orange Sky Restaurant™. The TSR Showroom™ offers Vegas-style entertainment and local favorites. The 36-hole championship golf course is one of the most scenic and challenging golf courses in Scottsdale. One of the on-site amenities is The Spa at Talking Stick™ where patrons can enjoy a relaxing spa treatment overlooking incredible views of the Valley. For more information, visit: www.talkingstickresort.com

ABOUT TONI&GUY

TONI&GUY is an international icon and was founded over forty years ago at a single salon in London. TONI&GUY Salons and TONI&GUY Hairdressing Academies have an uncompromising quality and are consistently updating their stylists, technicians and students with the latest trends and techniques. With 64 locations nationwide, TONI&GUY is devoted to education through innovation and is a leader in artistic excellence. For more information, please visit www.toniguy.com, facebook.com/toniandguy or youtube.com/toniguy.

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