

Fashion Students at The Art Institute of California-San Diego Ready to Rock the Runway

San Diego's It Fashion Show to Debut at Hard Rock Hotel in San Diego

March 11, 2009 - [PRLog](#) -- SAN DIEGO, CA – To celebrate the inaugural graduating class of the Fashion Design and Fashion Marketing & Management programs, The Art Institute of California – San Diego, Westfield UTC, and Channel 933 presents San Diego's It Fashion Show, Liquid Runway, to be held at The Hard Rock Hotel, 207 Fifth Avenue, Saturday, May 30, 2009.

The glamorous evening begins with red carpet arrivals, VIP cocktail reception, student showcase, fashion show, and ends with an after party sponsored by 944. Tickets can be purchased at <http://www.aiquidrunway.com>.

Twenty percent of the proceeds will be donated to City of Hope's Walk for Hope to Cure Breast Cancer and EDMC Education Foundation.

Taking a cue from themed fashion reality show Project Runway, students submitted fashion sketches around the theme of water in several categories: sportswear, swimwear, evening/bridal, and avant-garde. Designs were chosen by a panel of Art Institute instructors for inclusion in the final show.

Students recently took a field trip to Mood in Los Angeles' garment district to choose fabric and trimmings that support the Liquid Runway's oceanic color palette reflecting the ambiance of mystique and transparency of the deep water with a touch of vintage and futuristic styles related to fluidity of the ocean.

Fashion Design instructor, Wendie Soucier, is thrilled to see students getting such real-world experience, noting "Liquid Runway gives our students the chance to showcase their creativity and talent to the San Diego community at large, potential employers as well as their peers. Students are involved at all levels of this event and it gives them a taste of the excitement, drama and hard work of fashion."

Show sponsors include Westfield UTC, Channel 933, 944 Magazine, Paul Mitchell School, Charlotte Russe, A-List International, City of Hope, Ohana Studios, 451 Degrees, and Hard Rock Hotel San Diego. For information on sponsorship opportunities or to request a press pass, please contact Jody Auslund, 858.598.1303, jauslund@aii.edu.

About The Art Institute of California – San Diego

The Art Institute of California – San Diego is one of The Art Institutes (www.artinstitutes.edu), a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

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