

For Immediate Release - Monday, October 21st, 2013

Style Fashion Week Raises The Bar For Los Angeles During Their Inaugural Season At L.A. LIVE With A Strong Presence Of Politicians And Celebrities



October 21st, 2013 (Los Angeles)—After 5 incredible days of fashion events, **Style Fashion Week's** landmark 6th season at **L.A. LIVE** comes to a close. The S/S '14 season, October 13th-17th, was attended by high-profile celebrities including: Lindsay Lohan, Kendall & Kylie Jenner, Scott Disick, Alessandra Ambrosio, Dita Von Teese, Adam Lambert, Bobby Brown, Tia Mowry, Floyd Mayweather, and Draya Michele. Guests and celebrities alike couldn't get enough of Style Fashion Week's live performances and breathtaking collections from designers around the world. L.A. LIVE's Event Deck was filled with specialty lounges, art installations, and luxury product lines.

EUART presented the art pavilion and the Art of Hearth collection, showcasing a selection of European Artists: Renata Schepman, Melanka Herbut, Dan Gerbo, Claudio Mazza, Emil Knapic, Sergio Poddighe, Eva Hoppert, Klaus Kellermann, Walter Kauffmann, Evelyn Donicke, Mariapia Saccone, Fabio Castagna, Roswitha Zentler, Monika Sylvester Resch, Veronica Munin Gluck, Alessandro Cadamuro, Max Seiz, Mac Whitney, Dorothee Vermaaten.

Phenomenal shows held on two runways were packed with the fashion elite night after night. Never to disappoint, the finale designer **Furne One** presented his exquisite couture "Good vs Evil" collection. The dramatic show received a standing ovation eliciting cheers throughout the audience. Over 40 talented designers showcased their unforgettable collections throughout the week. To ring in Style Fashion Week's official endorsement by the **City of Los Angeles**, Councilman Curren D. Price took to the runway before the finale shows to welcome guests and voice his support of Style Fashion Week leading the way for **fashion and culture** in Los Angeles.

Luxury automaker **BMW of Beverly Hills** joined Style Fashion Week this season, as the official auto sponsor, showcasing a 3 car display all week for guests of the mega-fashion event to enjoy.

Style Fashion Week is sponsored by: BMW, BNG, VoCe Haircare, Prive Salon, Hang/W, Diabolo, Monster, Peroni, Neuro, Hint Water, The New Black, and Liquipel.

We enjoy the support of our media partners; WGSN, Apparel News, LA Fashion Magazine, NY Fashion Times, and LaPrivy. A special thanks to Chipotle, Krave Jerky, S/he's so, Citibank, Shibue, and Murad.

For a full line-up of the season's designers please visit www.stylefashionweek.com

For descriptions of designers and collections please visit www.stylefashionweekla.wordpress.com

The 7th Season of Style Fashion Week will be held March 9th-13th 2014 at L.A. LIVE.