

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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## 20<sup>th</sup> ANNUAL FASHION SHOW and DESIGNER SALE

**Redwood City, CA – September 1, 2011** Come join fashion students, over 60 guest artisans, pattern designer and author Lyla Messenger, and the staff of Cañada College's Fashion Department for the 20<sup>th</sup> annual "Artistry in Fashion" event in Redwood City, Saturday, September 24. Once again, AIF's Designer Sale showcases the best of local and not-so-local designers, who offer unique items such as hand-dyed silks, ethnic-inspired jewelry, eco-friendly recycled-fabric fashions, and handmade knitwear.

At 1 pm in the College's Main Theater, Lyla Messenger hosts a fashion show with original designs from her popular independent pattern line, which features fun, fashionable clothing and accessories that are easy to sew, comfortable to wear, and perfectly suited for embellishment. Ms. Messenger, author of *Ordinary to Extraordinary: Terrific Treatments for Garment Sewing*, and American Sewing Expo's 2009 Teacher of the Year, has been featured in *Threads*, *Sew News*, *Sew Beautiful*, and *Australian Stitches* magazines and on DIY Network's *Sew Much More*. Before the fashion show, at noon, Ms. Messenger begins with a workshop demonstration upstairs at the Fashion Department's Open House.

At 11am and 3pm in the outdoor amphitheater, guest artisans present their own fashion shows, in outfits selected by professional stylists. See how the right accessory can add "pop" to your wardrobe, and learn about the latest trends in designer looks.

Throughout the day, visitors can tour the Fashion Department's Open House and meet the instructors, learn about course offerings and certificate programs, and view student-constructed garments.

Artistry in Fashion provides a learning experience for students in event planning and marketing, while serving as a fundraiser for student scholarships and classroom equipment. The event builds relationships between students, the department, and professionals in the fashion industry, and promotes awareness of the outstanding Fashion Design Department at Cañada College.

On-site refreshments will be offered by Pacific Dining, Butterscotch on the Go, and Pony Espresso.

Cañada College is located at 4200 Farm Hill Boulevard, Redwood City. Admission is a \$10 donation (\$9 with coupon from the website). Tickets are available on-campus at marked kiosks near the visitor parking lots. The event is 10 am-4 pm.

For more information, maps, and a \$1-off coupon, go to [www.ArtistryInFashion.com](http://www.ArtistryInFashion.com).

Begun in 1968, the Fashion Department offers Certificates in four major coursework areas: Apparel Industry, Custom Dressmaking/Small Business, Custom Design/Theater Costuming, and Fashion Merchandising. This diversity in coursework provides training for all students interested in the fashion industry, whether geared toward a retail and merchandising career or to a technical or couture design and construction path. Classes include computerized pattern design, fashion illustration, clothing construction, pattern creation and fashion draping, apparel analysis, fashion show production, and visual merchandising.

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