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## FOR IMMEDIATE RELEASE

### Mount Mary College Presents 45<sup>th</sup> Annual Designer Fashion Show

#### *“Evoke: Style” to showcase original designs in live runway production*

MILWAUKEE (April 30, 2102) – Fashion students at Mount Mary College will present their annual designer fashion show, “Evoke: Style” on Friday, May 11, 2012 at the Hyatt Regency Hotel in downtown Milwaukee. Show times are: 1:30, 5:30, and 8:00 p.m. A free gallery exhibit featuring work by students in fine arts, graphic design and interior design is open for viewing before and after each show.

Ticket prices for the fashion show are \$18 for the matinee, \$25-\$35 for the early evening show which includes a pre-show hors d’oeuvre reception, and \$35-\$45 for the evening show with a dessert reception following. Ticket prices for middle and high school student groups are \$10. Fashion show tickets may be purchased by calling (414) 256-1210 or at <http://www.mtmary.edu/creo/>.

“Evoke: Style” represents fashion produced with artistry and imagination. All of the student designs were completed during the 2011-2012 academic year by approximately 50 student designers majoring in apparel product development. Over 100 garments reflect the design thinking and creative process of individual designers – their concepts range from edgy and urban to feminine and elegant. Junior and senior designers will present their body of work as a collection. Commentary will give the audience insight into the designer’s philosophy.

Prior to the show, an independent jury of fashion design professionals reviewed the garments and offered recommendations on finishing and accessorizing. They also selected award recipients which are announced at the show. This year’s jury members included:

Karen Barbieri  
Kohl's Corporate Offices

Danielle Oliver  
Senior Designer  
Jockey International

Elizabeth Uebler  
Group Manager, Global Fit Standards  
Target Corporation

Debbie Bentlage  
Senior Designer  
The Bon-Ton Stores, Inc.

A team of 22 students from the Fashion Show Coordination class serve as the show's production team. They partner with Graphic Design majors in the design of the invitation and learn from event planning professionals who assist with stage design, music, lighting, choreography and video. They also recruit students to serve as models, dressers, ushers and stage crew, and assist with publicity of the event.

The show's production team includes:

- Sandra Keiser, Fashion Show Director, Associate Professor
- Kelly Kohl, Fashion Show Coordination Co-Director, Model Development
- Logan Productions, Technical Design
- Florida Perry Smith, Choreography and Production
- Jai Cherney, Jai Bird Productions for Music and Sound

Sponsors include: MillerCoors, Fashion Angels, Mount Mary College Alumnae Association and media sponsor *M Magazine*.

For more information on the student designer fashion show contact Sandra Keiser at (414) 258-4810 or visit [http://www.mtmary.edu/fash\\_fashionshow.htm](http://www.mtmary.edu/fash_fashionshow.htm).

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Mount Mary College, founded in 1913 by the School Sisters of Notre Dame, was Wisconsin's first four-year, degree-granting Catholic college for women. Located on an 80-acre campus in Milwaukee, the College offers more than 30 undergraduate majors for women and eight graduate programs for women and men. Mount Mary also emphasizes study abroad, service learning, and social justice initiatives. Its nearly 1900 students enjoy small class sizes (average 15) and over 90 percent of full-time students receive financial aid or scholarships. Through classroom instruction and community service, Mount Mary develops women to be leaders in their professions and their communities, serving as role models to inspire achievement in others. Visit Mount Mary at [www.mtmary.edu](http://www.mtmary.edu).

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