

15TH ANNUAL ELOISE STUDENT FASHION SHOW ADDS NEW COMPONENT
Eighteen Students Showcase Collections; Students Debut Cause-Driven aDARable Line

FRANKLIN, Tenn.—Each year, O’More College of Design fashion design students demonstrate years of hard work and learned skill during the Eloise Student Fashion Show, a highly produced runway event that features collections from junior and senior designers.

Eighteen pre-juried students will exhibit their individual collections during the 15th annual Eloise Student Fashion Show on **Friday, May 10** in Liberty Hall at The Factory at Franklin. Eloise is the grand finale of Design Week, O’More’s premier annual event showcasing the emerging talent across the College’s four departments. The designers’ five-to-10 piece collections range from costume design to menswear, and the students are competing for several prizes.

“This event is such a valuable experience for our students. Not only is it a strong portfolio builder, but it is also a facilitator between the designers and the fashion industry—whether that’s through award recognition or crowd exposure,” said Jamie Atlas, fashion design department chair. “What’s exciting is that many of these collections accurately reflect what the students hope to pursue after graduation. I think the craftsmanship coming from these students could rival any other group’s in the country.”

This year, the showcase will also offer an exclusive first-look at a special partnership between seven O’More designers, 10 Haitian women and one local non-profit.

This semester, the College’s “Designing for a Cause” class partnered with Hendersonville-based non-profit WEareDAR to produce a Spring 2014 children’s clothing line that will give hope to Haitian women in extreme need. The resulting “aDARable” Spring 2014 children’s label will premiere during the Eloise event.

Fashion show attendees will get an exclusive preview of the cause-driven collection that will hit boutique shelves next year. One hundred percent of the proceeds will benefit the Haitian families.

“Through the WEareDAR, I realized these Haitian women needed an on-going opportunity that teaches them the art of business. I really, truly want this to be about the students and the women they are helping, and giving both groups a life-changing opportunity,” said Martha Montiel-Lewis, founder of WEareDAR. “The O’More students will be instrumental in providing these ladies with a sense of empowerment and a consistent livelihood.”

Montiel-Lewis said that while there may have been other concepts similar to the “aDARable” line, she believes this will be the first of its kind.

“A lot of purpose-driven organizations have started clothing lines, but there is nothing out there geared toward children,” she said. “And that’s special.”

The show will be held in Liberty Hall at The Factory in Franklin, Tenn. Seating will begin at 6:30 p.m. and the show will start at 8 p.m. Tickets are \$35, and can be purchased online at omorefashion.com or by calling (615) 794-4254, x236. To learn more about the “aDARable” line, visit www.omorecollege.edu/adarable.

Founded in 1970, O’More College of Design is a four-year, non-profit institution offering bachelor of fine arts degrees in fashion design, interior design and visual communications. The college is located in the downtown historic district of Franklin, Tenn. To learn more, visit www.omorecollege.edu.

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