

FOR IMMEDIATE RELEASE

Contact:

HT Communications Group

Tel. (314) 534-9251

prontofashionshow@yahoo.com

www.prontofashion.com

PRONTO FASHION SHOW BRINGS HIGH FASHION TO ST. LOUIS

Pioneering designers from the local St. Louis region and around the world presented an exciting evening of couture on May 11th at **PRONTO**'s 2nd annual international fashion show. Emerging fashion artists introduced innovative clothing and accessories to an audience of over 600 people, and competed for gifts and prizes at the beautiful, urban and historic 555 Washington Ave.

Featured designers included Carissa Vanden Berk, Cathy Cleveland of Ebrada Atelier, Deborah McNamara, Hofton Nelson of the Threaded Elephant, Jeremiah Kapp, Lillian of Something Special by Lillian, Mariella Canady, Matthew Gross of Universal Language, and Shawn Shepherd. Up-and-coming accessory and jewelry designers, Angelique Joseph and Suzanne Shenkman also added a fresh perspective to the fashion world with their showcased designs.

An experienced panel of judges selected the winners, Deborah McNamara (Best Designer) and Monet Stunson (Best Model), of this year's Best Voted Designer and Best Voted Model awards: Steve Garnett, professional photographer, and CEO of Solique Model Management and Solique Productions; Amy Johnson, designer for Kayoss Designs (also a featured designer in PRONTO 2006), Mary Marshall of Saint Louis University Museum of Art; Dominic Bertani, owner of Dominic Michael Salon; Anna Spector, owner of Mezzanine Wearables; Melodie Tauben, owner of Vie Boutique; and Kristina Torchin, former model and jewelry designer.

About the 2007 PRONTO Best Voted Designer

Dominic Bertani of Dominic Michael Salon presented the 2007 PRONTO Best Voted Designer award to Deborah McNamara. A native of Chicago, McNamara exudes a certain Midwestern sensibility. As such, her design philosophy is straightforward: Beauty = innovation. McNamara's designs incorporate unconventional details, such as multi-dimensional pattern pieces and intricate draping techniques. She is known for her elegant, yet edgy ready-to-wear evening, cocktail and bridal gowns.

Deborah McNamara graduated from Parsons School of Design in New York. During her studies she worked for Ralph Lauren and Jean Yu, and also studied under first assistant to Jean Paul Gaultier, Crstof Beaufays. Deborah currently designs out of her studio in London.

Illusions Color Spa team fashioned the hairstyles and Donna Hollingsworth of Sisley-Paris created makeup looks for Deborah McNamara's models.

McNamara's collection of metallic silk shantung dresses, shown at **PRONTO**, are available online at www.deborahmcnamara.com, where she may be contacted for pricing and private appointments.

PRONTO was brought to you by *HT Communications Group* and the following Co-Sponsors: *Bar Italia Ristorante & Cafe, Coffee Cartel, Coles Lamar Design and Gallery, Creatives on Call, Diva Event Planning, Dominic Michael Salon, Dr. Francis Dysarz, Erato Wine Bar, Foxy 95.5, Illusions Color Spa, J.J. Gazzoli Imports, The Granat Law Office, Greater Missouri Builders, KYO Nightclub, Momos, Mosaic Modern Fusion, New York New York Hair Design, Pack Design, Parktown Imports, Pick Flower Gallery, Production Solutions, Rouhani Gallery, Salon de Christe, Salon St. Louis, Sisley-Paris, Spier Wines, Warehouse of Fixtures and the World Trade Center.*

DVDs and photographs of the PRONTO Fashion Show are available. Please contact tel. 314-534-9251 to order.