



Mercedes-Benz Fashion Week

at **SMASHBOX** STUDIOS

FOR IMMEDIATE RELEASE

**MERCEDES-BENZ FASHION WEEK AT SMASHBOX STUDIOS PRESENTED
ANOTHER SUCCESSFUL SEASON
POST EVENT RECAP**

Los Angeles, Calif. (March 18, 2008) – Mercedes-Benz Fashion Week at Smashbox Studios wrapped up its Fall 08 season which showcased a lineup of emerging, veteran and International designers. Industry guests, retailers, media, celebrities, sponsors and fashionistas came out in force to celebrate one of Los Angeles' most glamorous industries.

The schedule of designers included **IMASU by Kelly Nishimoto, Orthodox, Julia Clancey, Whitley Kros, Alexis Lamontagna, Octavio Carlin, Joseph Domingo, Suh-Tahn, Veronika Jeanvie, Falguni & Shane Peacock, Bow & Arrow by Alan Del Rosario, Lauren Conrad Collection, Maggie Barry for Xubáz, Nicholai, The Green Initiative Humanitarian Fashion Show, Jenny Han, Elmer Ave, Samora, Farah Angsana, Monarchy Collection, Ashley Paige and Pussycat Dolls by Robin Antin.**

Front row at Mercedes-Benz Fashion Week at Smashbox Studios included editors from all the leading fashion publications from André Leon Talley and Lisa Love of Vogue to Michael Roberts fashion and style director for Vanity Fair as well as representatives from ELLE, Harper's Bazaar, InStyle, Paper Magazine, People, Us Weekly and many others.

Alongside the leading press, media and retailers, the seats were filled by *Kirstie Alley, Gene Simmons and the Simmons Family, P. Diddy, Dr. Dre, Nelly, Taye Diggs, Jenna Bush, Lisa Rinna, Juliette Lewis, Jason Lee, Amy Smart, Mena Suvari, Seann William Scott, Quincy Jones, Bow Wow, Paris Hilton, Beck, Giovanni Ribisi, Whitney Port, Brody Jenner, Danny Masterson, Benji Madden, Sophie Monk, Bijou Phillips, Brandon Davis, Matt Dillon, Kristin Cavallari, Girlicious, Angie Harmon, Andrew Keegan, among others.*

This season, the event's graphics were reminiscent of the Hollywood studios and their glamour. Inside the tents, the runways heralded many first time shows and US launches for Julia Clancey, Suh-Than, Veronika Jeanvie, Falguni & Shane Peacock, Bow & Arrow by Alan Del Rosario, Lauren Conrad Collection, Farah Angsana, Orthodox and The Pussycat Dolls by Robin Antin.

Supporting industry causes, People For The Ethical Treatment Of Animals (PETA) kicked off the week with a special unveiling of its ad featuring their newest spokesperson **Jenna Jameson**. Wearing a black wig and a pleather bikini, Jameson evokes screen siren Bettie Page in a SInthetic new PETA campaign called "Pleather Yourself: Discover the Pleasure of Pleather."

The week concluded with Robin Antin's Pussycat Dolls lingerie collection and a live performance by the real Pussycat Dolls. The highly anticipated event was filled with sexy and sophisticated looks, including micro-minis with corset lacing, graffiti-covered bra-and-panty sets, ruffles, ribbons and sailor-themed sets. Ashley Roberts, Jessica Sutta, Kimberly Wyatt, Melody Thornton

and Nicole Scherzinger then rocked the runway by performing Doll favorites such as Loosen Up My Buttons, Don't Cha, Stick Wit You, Beep and many more!

Title sponsor **Mercedes-Benz** was joined by **Smashbox Cosmetics, American Express, DHL, LYCRA®, Judith Ripka, YKK, The Hollywood Roosevelt, Valadon Hotel, Gilt Groupe, Panera Bread, CITRUS at Social, Peroni, Imperia Vodka, BAWLS Guarana, Rose's Cocktail Infusions, smartwater, Los Angeles Times IMAGE, California Apparel News, Full Frontal Fashion, ULTRA HD, 944 Magazine** and **Getty Images**. Each of these sponsors and partners provided hospitality, services and amenities that made the exciting week of shows as effortless and pleasurable as possible for all attendees.

For press information including complimentary high-resolution runway, front row and backstage photography, please register and visit the Mercedes-Benz Fashion Week Newsgroup at www.newsgroup.mbusa.com.

Additional images from Mercedes-Benz Fashion Week at Smashbox Studios can be viewed on Getty Images, the event's official photographer, at <http://www.gettyimages.com/Editorial/Entertainment.aspx?parenteventid=79357980>.

###

Contacts:

Alison Kennedy
KPR
323-933-6800
alison@kpr-inc.com

Alison Levy
IMG Fashion
646-871-2492
alison.levy@imgworld.com