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FOR IMMEDIATE RELEASE

Mount Mary College Presents “En Route” -- Annual Student Designer Fashion Show

College takes show off campus for the first time in show history

MILWAUKEE (May 3, 2011) – Fashion students at Mount Mary College will present their annual designer fashion show, “En Route” on Friday, May 13, 2011 at the Bradley Pavilion of the Marcus Center. Show times are: 1:30, 5:30, and 8:00 p.m. Ticket prices are \$18 for the matinee, \$25-\$35 for the early evening show featuring hors d’oeuvres, and \$35-\$45 for the evening show with a wine and cheese reception following.

All of the student designs were completed during the 2010-2011 academic year by approximately 50 student designers majoring in apparel product development. Approximately 120 garments reflect the individual designer’s thinking and creative process and are meant to suggest infinite possibilities and limitless destinations.

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:

Laura Mitten, Ladies Sonoma Knit Designer
Kohl's Corporate Offices

Danielle Oliver, Senior Designer
Jockey International

Jeanne Rankine, VP/DMM Product Development Private Brand
The Bon-Ton Stores, Inc.

Patrice Henderson-Glad, Group Manager, Global Fit Standards
Target

A team of 20 students from the Fashion Show Coordination class serve as the show’s production team. They partner with Mount Mary student graphic designers on the invitation and with event planning

professionals on stage design, music, lighting, choreography and video. They also recruit students to serve as models, dressers, ushers and stage crew.

The show's production team includes:

- Sandra Keiser, Fashion Department Chair
- Kelly Kohl, Fashion Show Coordination Co-Instructor, Model Development
- Diane Yokes, Fashion Show Coordination Co-Instructor, Yokes Photography for invitation, program, and makeup
- Logan Productions
- Florida Perry Smith, Choreography and Production
- Jai Cherney, Jai Bird for music and sound

Sponsors include the Mount Mary College Alumnae Association, Time Warner Cable, *M Magazine*, which is conducting a Reader's Choice Award for the public's favorite garment, Yokes Photography and Johnson Controls. The annual fashion show supports a variety of scholarships benefitting Mount Mary fashion majors.

More information about "En Route," including ticket purchase, can be found at

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 60 undergraduate areas of study for women and seven graduate programs for women and men. Mount Mary also emphasizes study abroad, service learning, and social justice initiatives. Its more than 1900 students enjoy small class sizes (average 14) and 95 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. www.mtmary.edu.

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