

Arts & ENTERTAINMENT

The Runway Report

BY FASHUN N. STYLES/FOR THE PORTLAND OBSERVER

Olympics of Top Fashions

Just because you didn't have a front row ticket to fashion week doesn't mean you can't have an inside look at the action.

No need to worry that in the Northwest you're about 2,400 miles from this week's Mercedes Benz Fashion Week in New York City. The Portland Observer's Runway Report is a virtual front row seat of what designers debuted to be fashion forward for Fall Collections 2010.

In the name of charity for earthquake relief in Haiti, supermodel Naomi Campbell helped kick off the spectacular event by throwing a fashion show on Friday night. Some of the celebrities who participated were R&B and pop singer Chris Brown, model Selita Ebanks, R&B singer Estelle and more.

Advertised at the world's premier fash-

buyers can place their orders and have them arrive at stores in time for the upcoming seasons, Fashion magazines from around the world are on pins and needles for that hot or not; rave or rant in the arrival of the season's must-have items.

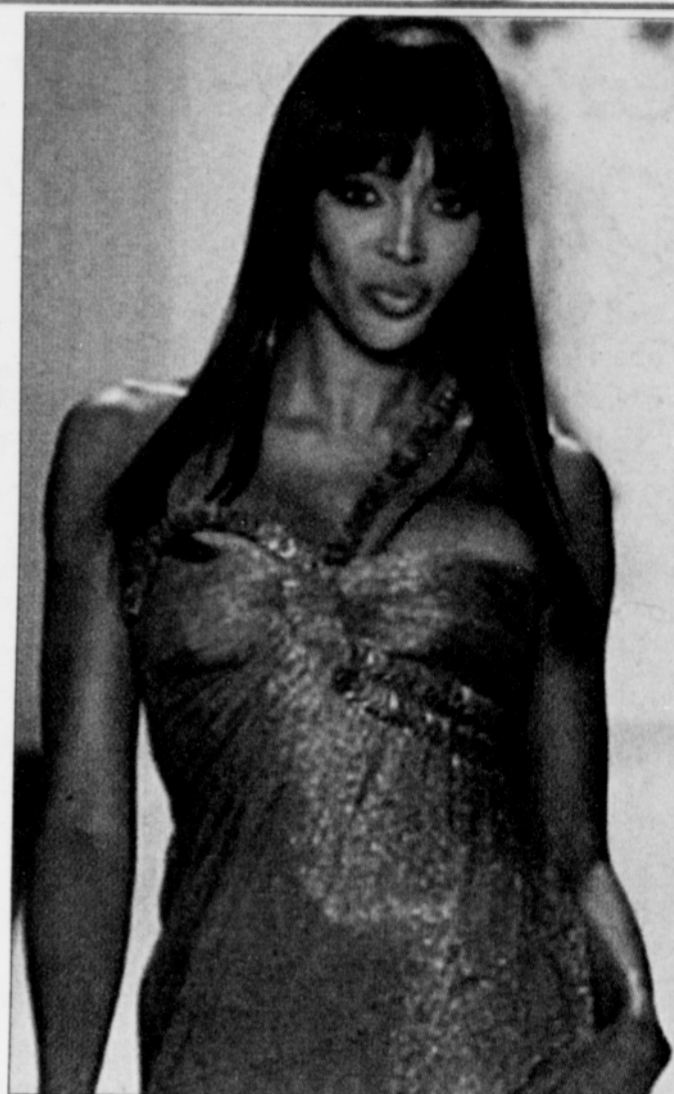
The events attract approximately 232,000 attendees annually. From magazines to electronic media, from broadcast journalists to internet bloggers, from retailers to the reputation at celebrities, each Fashion Week, is a stage of for the world to see what designers are going to fly off the shelves or which ones will flop.

Fashion Week is a showcase of style that designers hope to have on the bodies and backs of those who can afford it, as well as those of us who may not. There about 100 attractions, from runway shows to charity

events, the focal of the week is typically the big designers.

Celebrity careers have been molded or melted during the festivities, depending on how fashion forward they are or how fashion forward they fell. It's a love-love relationship in the fashion world of celebrity clients and designers. Designers may garnish certain celebrity artist; no matter the genre; of next season's hottest "must-have" outfit. Why? Because they know that, that A-list celerity icon or that up and coming actor/actress will be glossed on several magazine covers and articles. This is like a walking billboard on the backs and bodies of entertainment celebs.

For a link to the Mercedes-Benz Fashion Week events, you can visit mbfashionweek.com/newyork.



Supermodel Naomi Campbell lends her support for Haiti relief during Mercedes Benz Fashion Week in New York City.



The latest from the Calvin Klein Collection for Men draws the fashion world to New York City.

ion event, the entire Fashion Week affair is a mass production of designers to show off their up-to-the-minute collections, an Olympics of top fashions.

Designers try to deliver next season's "it" and "must have" collections. Some produce their designs in mind of people and places that have inspired them. Some revive and mend eras from the past, infused with a lot of inspiration from the present.

The Fashion Week extravaganza features fall and winter collections for next year, while spring and summer collections for 2011 will come during another Fashion Week in September. The shows are timed to the lead of the actual season so that

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