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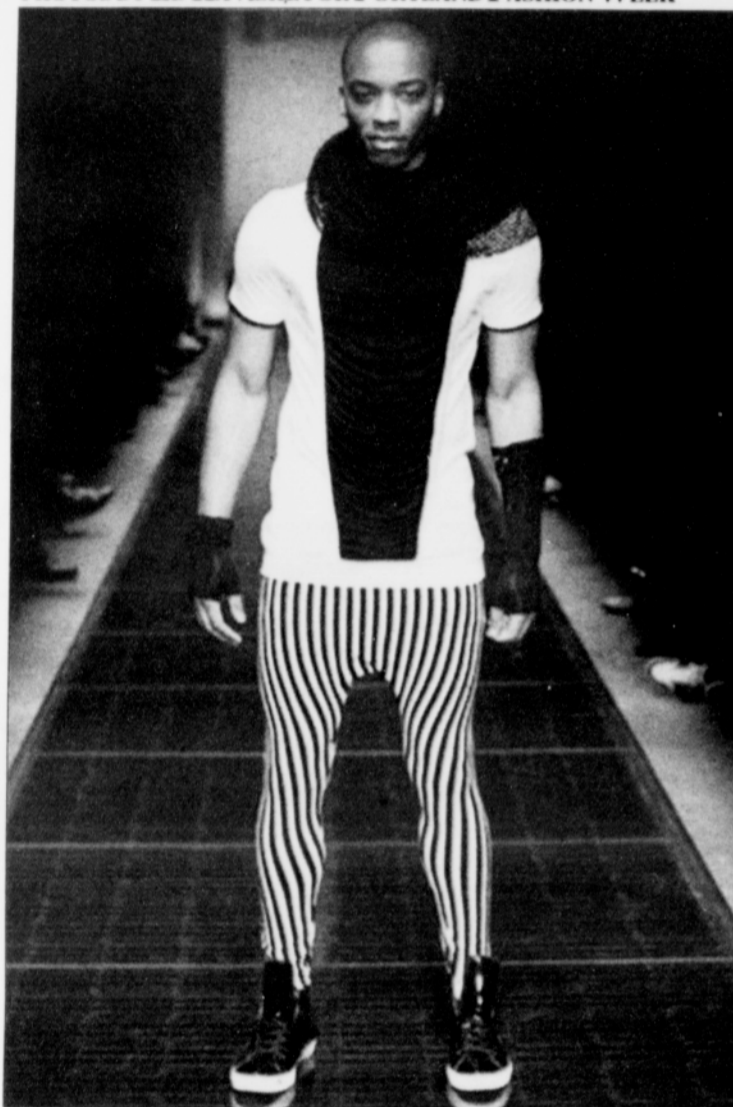
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# Fashions Frenzy

PHOTOS BY ED KAVISHE FOR PORTLAND FASHION WEEK



A Devon Yan Berrong 2011 spring/summer collection.



A Seth Aaron SolarWorld collection presented by Portland Fashion Week.

## Super Bowl of hot, new styles delights crowds

BY FASHUN N STYLES  
THE PORTLAND OBSERVER

For a blink of an eye, I thought I was back in New York's Bryant Park, the longtime home to New York Fashion Week before its move this

year to Damrosch Park at the Lincoln Center.

Well no longer is New York City, Los Angeles or Paris the only place to get frequent flier miles to see the world's most coveted fashion designs. Portland hosted its regular super bowl of fashions last month with Portland Fashion Week 2010.

With the big names of fashion unveiling their fall designs, the highly coveted annual ticket of Portland Fashion Week was the touch-down that often kicks off Portland version of the world wide frenzy and fever of fashion.

Being naive is no longer an option. Fashion isn't only on the minds of consumers in only LA or New York. My fellow east coast brothers and sisters, you may have some healthy and creative competition. Portland has earned its passport.

Like a box of crayons, this year's 2010 fashion review was colorful, bold and sharp. The show was for anyone from amateur designers to seasoned seamstress designers. The Portland event was not just a fun, but fantastic place for friends and family to mix, mingle and merge with the fashion industry elite.

"It was a really great experience," said Monique.

Another attendee, Raheem commented "I can really see some of

those fashions in my closet"

The show took place at the rustic Vigor Industrial Shipyard in Portland. Showcased on a solar runway, the seating panels with white curtains left a standing room with students Portland Art Institute to people that just like wearable art.

World renowned designers like Seth Aaron, who is a native to the Portland and Vancouver area, and a Project Runway Season 7 winner, were spectacular. If you know about fashion; you know that an event like this yearly bravado is not just about clapping at a runway show. It's also about a collective effort of buyers and merchandisers to get up close and personal.

From recycled to retro, from sustainable and organic pieces to shimmer and sophistication, the runway served up seasoned as well as some amateur designs. The runway itself was made of solar panels, which was one of the sponsors of Seth Aaron's line, Solar World.

The designers came up with great themes and showcase ideas. Since day one, Portland Fashion Week and all that leads up to the gala event is a drum roll of the fashion season. From fundraisers to fashion shows, Portland fashion scene was where to be seen in what you wear.

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