



# RUNWAY RHYTHM

by Nataliya Joy Prieto

## LA FASHION THRILLS

### Scion & Project Ethos Create A Fashion Forward Buzz

**FASHION** • Music • Art • Dance... on display as Project Ethos, presented by Scion brought together more than 1,500 attendees to witness a fashion spectacular event. Additional Ethos partners included: Aids Healthcare Foundation, French Tuesdays, Jin & Quinn, Sebastian Professional, Midori, Lab Art, The Fashion Law Group, and the TNT Agency.

## PROJECT ETHOS

The opening fashion showcase began with a mix of couture gowns, rockabilly chic and statement metalware. Designers included Ermelinda Manos Designs, Marialia and jewelry from Kristen Dorsey Designs paired with Lauren Stucky. Tween sensations Victoria Strauss and Lauren Suthers modeled for Tumbler & Topsy by Michael Kaluva presented by Aids Healthcare Foundation and Out of the Closet Thrift Stores with a finale walk from TV star Josie Stevens. Hair partner Sebastian

Professional brought a masterful theatre like showcase with hair looks executed on stage by head stylists showcasing their "EvoTech" collection. The second fashion show brought designers Alex Vinish, Krammer & Stoudt, CA by vitamin A, and NBC's Fashion Star favorite GLAUDI by Johana Hernandez presenting a line of Spring goodies. Rollasole debuted their most recent sole-saving vending machine in the main lobby. The art gallery in Bardot presented by Midori, original melon liqueur and live per-

formances by jazz artist Matt Von Rodrick. Visual installations by Miguel Big, Leah Devora, Brittany Thurston, Michael "Malafiura" Fontana, Chelsea Knight, C. Harvey Smith & Cutter Cutshaw. Lab Art (largest street art gallery in the U.S) exhibited three resident artists, Mar (aka This Means Mar) who created a Midori inspired piece, also Annie Preece and LeBa. The L.A. based band YACHT rocked to a packed house, followed by an encore fashion show by Alex Vinash and Tumbler and Topsy. DJ sets by DJ Stubbs and DJCJ took the party to 2am.

Project Ethos showcases fashion, music and art to buyers, media and consumers through live events and the world-wide-web. Project Ethos has been seen on NBC, Huffington Post, People, HLN, & The Los Angeles Times. [www.projectethos.tv](http://www.projectethos.tv) •

