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FASHIONEXT: GET INSPIRED

Museum's fashion competition narrows to three designers

CHICAGO (February 1, 2010) – *FashioNext* is an ongoing, ground-breaking fashion design competition featuring established Chicago designers asked to create a garment inspired by select pieces from the costume collection of the Chicago History Museum. In its second year, Chicago designers who have helped put this city on the fashion map will face a whole new challenge; they must create a wedding gown inspired by pieces from the Museum's upcoming exhibition *I Do! Chicago Ties the Knot* opening May 22, 2010.

Eight Chicago-based designers submitted sketches in December 2009 and the judges have narrowed the competition to three uniquely inspired designs. This year's finalists include **Caroline DeVillo, Carla Hwang and Kenneth Park from VWIDON, and Katrin Schnabl**. The *FashioNext* designers that participated in this year's competition included James de Colon, Elda De La Rosa, Anna Fong, Holly Greenhagen of Dame Couture, and Jane Hamidi of Palazzo Bridal. The finalists' designs can be viewed on the Museum's website at www.chicagohistory.org/fashionext.

The competition has eight judges with varying fashion backgrounds; they are Timothy Long, Curator of Costumes at the Museum; Noren Ungaretti, President of the Costume Council of the Chicago Historical Society; Iris Wang, Vice President, Design and Marketing at Brentano; Andrea Kalish Reynders, Sage Studios Endowed Chair for the Department of Fashion Design with the School of the Art Institute of Chicago; *FashioNext* 2009 winners, Roger Price and Tommy Walton; D. Graham Kostic, Style Editor for Modern Luxury Magazines, LLC., Gaynor Strachan Chun, Senior Vice President of Marketing at Ovation TV; and Cassie Walker, Senior Editor for Chicago Magazine.

This year, the public is invited to participate in the judging process. From May 20 to June 20 a

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Chicago**History**Museum

public vote will occur and the most popular design selected will count as one vote in the judging process. The winning gown will be announced at the finale event on Thursday, June 24 with a runway show of the final three designs. The winning gown will then go on display in the Museum's exhibition, *I Do! Chicago Ties the Knot* and be accessioned into the Museum's costume collection.

Ovation TV and **Comcast** are the presenting sponsors of FashionNext. Ovation TV is the only multi-platform network devoted to art and contemporary culture. As part of the Museum's partnership with Ovation TV, the 2009 FashionNext competition will be part of Ovation's "Everything is Art" series that focuses on all things design. The program premieres on February 3 at 8:00 p.m. Ovation TV is available through Comcast Channel 182, DIRECTV Channel 274, and Dish Channel 157.

The Museum partnered with **Brentano Fabrics**, a Chicago-based textile company that manufactures fabrics according to their philosophy of balancing beauty + performance. All the fabric used in the FashionNext competition is Brentano fabric. The Museum also recognizes the Costume Council of the Chicago Historical Society, Frost Lighting, and Mercedes Benz for their support of FashionNext.

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The Chicago History Museum, a major museum and research center for Chicago and American history, is located at 1601 N. Clark Street. The Museum can be reached by CTA buses 11, 22, 36, 72, 151, and 156. Parking is conveniently located one block north of the Museum at Clark and LaSalle Streets (enter on Stockton Drive). Admission to the Museum is \$14 adults, \$12 seniors/students, and free for children 12 years and younger. General Admission is free on Mondays. Please call 312.642.4600 or visit us at www.chicagohistory.org. The Chicago History Museum is affiliated with the Chicago Historical Society and acknowledges the Chicago Park District's generous support of all the Museum's activities.