



New York Fashion Week • September 9-12, 2007

The fourth annual STYLE360 dazzled during Fall Fashion Week in New York with cutting-edge designs by Nili Lotan, Ghita, Poltock & Walsh, Farah Angsana Paris Couture, Malan Breton, Loris Diran, Sylvia Heisel, Caravan and 2(x)ist.



STYLE360 created a glittering platform for hip designers and stylish brands via runway shows, product displays and sampling, retail exhibits, parties, and much more. Making its mark on the New York fashion scene and beyond, the 2007 STYLE360 hosted nine international designers, all of whom flaunted their 2008 spring collections while editors, industry influentials, and celebrities took in the chic fashions, gorgeous models and exciting sounds.

The spirit of collaboration was visible everywhere at STYLE360, with multiple designers working closely with the four presenting sponsors. Mercury, the award-winning automotive brand known for its innovative interior and exterior design, presented its second-annual Mercury Style Award to designer Nili Lotan. Additionally, the Mercury Mariner's sleek contours could be spotted everywhere — flanking the runway, turning heads on the red carpet, and posing in the atrium of high-end department store Henri Bendel.

Nikon, the world-leading imaging technology company, brought famed photographer Mark Seliger and Ghita designer Alexis Phifer together to deliver a crowd-pleasing show. Alexis created four one-of-a-kind dresses that incorporated Mark's breathtaking photographs. The final touch was models sashaying down the runway, snapping photos with the new Nikon COOLPIX S51c digital cameras.

MAX Factor, the official make-up of STYLE360, worked with all the designers to develop distinctive looks for each model using their new Maxilicious gloss collection and mascara — Volume Couture, while a consumer touch-up station provided fashion show attendees with makeovers. MAX Factor also hosted a packed-to-the-rafters STYLE360 after-party at the modern showroom BoConcept.

As "Hairapy" samples were distributed to all attendees at the Metropolitan Pavilion, hair care sponsor Sunsilk brought their hair styling team to shape the bangs, curls and tresses of a fleet of models for two designer shows.

At the final star-studded STYLE360 after-party, several brands joined forces for a silent auction to benefit the organization Keep a Child Alive. Items auctioned off included: a Nikon D40 digital camera, a Henri Bendel gift certificate for a day of indulgence, and the four Ghita dresses featuring Mark Seliger photographs.

Special thanks to: HpnotiQ, Anheuser-Busch, Corio, IZZE, Brunswick & Fils, NuKitchen and Christo Fifth Avenue.

To get more info on all of the STYLE360 designers and sponsors, and to view more photos, go to www.elle.com/style360.

