

FASHION MEETS SUSTAINABILITY

This was the first year for the Indiana Chapter of IIDA (International Interior Design Association) to host an Avant GARB fashion show. This was no ordinary fashion show; with over 300 in attendance; this unique showcase of clothing designs created of commercial interior materials took fashion to a whole new level. 17 amazingly crafted looks graced the runway to be judged on their sustainability, innovation & creativity.

With the use of materials like wood paneling, leather, metal, canvas, carpet, wall covering, vinyl flooring, chair parts, these garments were anything but average. Beautiful gowns, short party styles, pant suits, and even retro flashbacks, their themes varied and covered a broad range of high fashion styles.

Wild and sassy, demure and modest, teams were encouraged to put their own conceptual spin on this year's theme: 'Sustain-a-ball: Fashion, Design & Sustainability Collide' for this year's runway extravaganza. Teams then choose an inspiration from nature to base their garment design. Garments were to be more conceptual in nature and not a literal interpretation. The sky was the limit with creativity!

The fashion show wasn't only a benefit for Keep Indianapolis Beautiful, but a competition. The awards given that night were surely hard to decide, but they made the tough decision to award the following participants:

Most Sustainable: Team Mitsch Design and their Sponsor was The Mohawk Group. The beautiful model was Deborah Nemeth. Notice the bodice is constructed of planked vinyl flooring and plush yellow carpet crowned with a feminine sweetheart neckline. Deborah's belt was embellished with teal, yellow and purple glass tile. The belt flows to a skirt constructed of blooms of carpet backing made of recycled bottles.

Most Innovative: Team OfficeWorks and their sponsor was Herman Miller. Mallery South graced the runway with a discarded Aeron Chair back that was repurposed as a fabulous detail to her gown. The fabric was Lyris a 75% Copolyester, 25% Polyester material. The team even managed to reuse the packaging materials to stuff & fluff the pedals in the back of the gown.

Most Creative: Team bohemedesign and their sponsor was DesignTex. Model Kathleen Lemaster had the most creative outfit of the evening. The design utilizes several natural materials like wood, leather and feathers. The main bodice, back & front of the gown was made from wallcovering comprised of wood from sustainable forests. The removable skirt is comprised of drapery, recycled polyester, and yarns which are comprised of materials from used soda and water bottles.

Best Student Design: Team The Art Institute of Indianapolis and their sponsor was MDC Wallcoverings. This team created a "windswept" inspired garment created with products from MDC Wallcovering. They used a non-PVC line of wallcovering and incorporated a backing made from recycled bottles.



*Team: Rowland Design & Sponsor Graham Contract
Model: Jessalyn Hartscock
Photo by R2 Architectural Photography*



*Cheryl Durst, Executive Vice President & CEO of IIDA (Emcee)
Jessica Martin, MDC Wallcovering (Co-Chairperson)
Laura Conlon, Modern Surfaces (Co-Chairperson)*

Avant GARB Award Categories



Most Innovative
OfficeWorks & Herman Miller
Model is Mallery South
Photo by R2 Architectural Photography



Most Creative
bohemedesign & DesignTex
Model is Kathleen Lemaster
Photo by R2 Architectural Photography



Award for Sustainability
Mitsch Design & The Mohawk Group
Model is Deborah Nemeth
Photo by R2 Architectural Photography



Student Winner
The Art Institute of Indianapolis &
MDC Wallcovering
Model is Mia Claxton
Photo by R2 Architectural Photography

Keep Indianapolis Beautiful will be receiving \$1,266.00 from the Silent Auction.

For more information on the content of this press release, or details about the event, please contact Char Jessup (317)313-1742 or char.jessup@ki.com.

<http://www.iida-indiana.org/fashionshow.php>